

Annenberg Agenda

NEWS FROM THE USC ANNENBERG
SCHOOL FOR COMMUNICATION
FALL 2008



Building community through communication

Professor and associate dean **SANDRA BALL-ROKEACH** is finding out how Los Angeles' diverse communities communicate...and the best ways to reach them

By Jonathan Riggs



Human civilization always has been – and will be – founded on one principle: communication. It's our deepest need and the thing that draws us together and defines our communities, even when it seems there are irreparable rifts – like during the 1992 Rodney King riots in Los Angeles.

"I was sitting on my patio watching the fires expand," says Sandra Ball-Rokeach, professor and associate dean for research and faculty affairs, "and thinking that I, as a communication researcher, should have something to contribute to the challenge of learning how we can join with diverse communities to construct a civil society for our global era."

The rage that burned Los Angeles, she saw, stemmed in great part from divisions within and between different communities. She reasoned that an in-depth study of the ways in which urban society was transforming – new technologies, a more diverse population, a greater feeling of globalization – could help pinpoint the strengths and repair the weaknesses of Los Angeles communities. So, with the help of a highly skilled team, Ball-Rokeach set to work.

THE METAMORPHOSIS PROJECT

Sponsored by USC, First 5 L.A., Los Angeles County, Children and Families First, Proposition 10 Commission and The USC-Pew Hispanic Project, the Metamorphosis Project kicked into gear. Using multilingual research methods (including extensive telephone and in-person surveys, interviews, focus groups and detailed analysis of local and mainstream media), the researchers found that the most important infrastructure to a strong community isn't economic or political.

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Geneva Overholser tops the School of Journalism masthead

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Inside:



New overseas partnerships reflect global perspective page 7



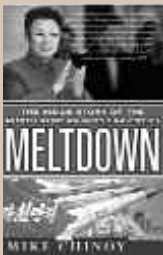
USC Annenberg remembers professor Edwin O. Guthman page 13



ATVN celebrates 10 years page 20



in print



Meltdown: The Inside Story of the North Korean Nuclear Crisis

By Mike Chinoy

St. Martin's Press, 2008

Journalism professor and longtime CNN correspondent **MIKE CHINOY** explores the Bush administration's relationship with North Korea during its nuclear buildup. "A fine, insightful diplomatic history of a dire confrontation – and a

hard-hitting critique of the Bush administration's foreign policy," wrote *Publishers Weekly*.



The Cold War and the United States Information Agency: American Propaganda and Public Diplomacy, 1945–1989

By Nicholas Cull

Cambridge University Press, 2008

Communication professor and public diplomacy expert **NICHOLAS CULL**'s second book documents the history of the U.S. government's public diplomacy efforts. By examining the history and

effectiveness of American "soft power" in dealings with foreign nations from the end of World War II to the end of the Cold War, Cull provides a comprehensive survey of American propaganda and its effects and lessons. Of all the writing on the subject of public diplomacy, "None cuts through the semantic muddle as deftly as Mr. Cull," wrote *The Wall Street Journal*.



Uncivil Wars: Political Campaigns in a Media Age (Second Edition)

By Thomas Hollihan

Bedford/St. Martin's, 2008

Communication professor **THOMAS HOLLIHAN**'s second edition of this book includes discussion and analysis of the 2004 and 2008 presidential campaigns, and an updated examination of the latest developments in new communication

technologies and their impact on campaigns. Peter Anderson of San Diego State University wrote: "*Uncivil Wars* is the most accurate, current and readable political communication book on the market."



And You Shall Know Us by the Trail of Our Vinyl

By Roger Bennett & Josh Kun

Crown Publishers, 2008

Through the collection, appraisal and careful listening of thousands of vinyl recordings of Jewish music, communication professor **JOSH KUN** and writer **ROGER BENNETT** draw an

audiovisual map of the evolution of Jewish identity.



The Al Jazeera Effect: How the New Global Media Are Reshaping World Politics

By Philip Seib

Potomac Books, 2008

Journalism professor **PHILIP SEIB**'s 17th book examines the political impact of the "Al Jazeera Effect," or the movement from Western-based 24-hour television news coverage toward a digital media community spanning the globe. Seib finds that the effects of a global audience following an increasingly regional, 24/7 news media could have unforeseen foreign policy impacts on a global scale.



The Diplomatic Corps as an Institution of International Society

Edited by Paul Sharp and Geoffrey Wiseman

Palgrave Macmillan, 2008

With co-editor **PAUL SHARP** (University of Minnesota–Duluth), USC Center on Public Diplomacy director **GEOFFREY WISEMAN**

examines the role of the diplomatic corps throughout history and across national boundaries.

The book argues that the diplomatic corps provides one of the few unambiguous ways by which an international society is constituted and finds expression.



The Annals of the American Academy of Political and Social Science

Edited by Geoffrey Cowan and Nicholas Cull

March 2008 issue

With a list of authors including **DEAN ERNEST J. WILSON III** and Wallis Annenberg Chair in Communication Technology & Society **MANUEL CASTELLS**, University Professor **GEOFFREY COWAN** and public diplomacy professor

NICHOLAS CULL dedicated an entire edition of this academic journal to the subject of "Public Diplomacy in a Changing World."

Journalists advocate protecting a 'natural resource'



Westphal leads the conversation.

In the second program of the Annenberg Washington Series, a set of discussions bringing communication issues to the attention of policy makers inside the Beltway, USC Annenberg executive in residence **DAVID WESTPHAL** led a conversation on the impact of new media on traditional political reporting on June 19.

DEAN ERNEST J. WILSON III set the challenges facing the industry in stark terms in his opening remarks, reminding the profession of its role in – and responsibility to – a healthy democracy. “Journalism is indeed going through a transition of turmoil, and the challenges that the media faces are challenges that democracy faces,” he said.

The panel of veteran journalists shared some techniques they have employed to embrace the advantages of digital reporting while respecting the fundamentals of journalism. Speakers included **JIM BRADY**, WashingtonPost.com



Dean Wilson opens the panel discussion.

editor; Annenberg Political FactCheck director **BROOKS JACKSON**, Los Angeles Times Washington bureau chief **DOYLE McMANUS**, Pulitzer Center on Crisis Reporting director **JON SAWYER** and Chicago Sun-Times Washington bureau chief **LYNN SWEET**.

In a discussion ranging from the imperative for thoughtful journalism to the business realities of modern media companies, Brady provided a concise summary of the group’s opinion. “The natural resource that we should be trying to preserve is journalism itself, not the paper,” he said.

The Annenberg Washington Series is a partnership of the Annenberg Schools for Communication at USC and the University of Pennsylvania. The series continues in 2008–09 with planned discussions on media in the Middle East and U.S. global digital policy in the new administration.



From left: PR studies director Jerry Swerling; Michael Rouse, Toyota Motor Sales; and Greg Donaldson of the American Cancer Society

PR pros have good cause to celebrate

As part of the celebration of its 60th anniversary, the Los Angeles chapter of the Public Relations Society of America co-hosted the 2008 Kenneth Owler Smith symposium on Feb. 28. After cutting a cake and singing “Happy Birthday,” the crowd of PR pros turned their attention to the charitable side of their business, focusing on new ways to integrate corporate social responsibility and cause-related marketing in corporate PR strategies.

JERRY SWERLING, director of PR studies at USC Annenberg, hosted a panel of experts that included **MICHAEL ROUSE** of Toyota Motor Sales; **GREG DONALDSON**, from the American Cancer Society; Caliber Sales & Marketing’s **MAUREEN CARLSON**; and **ED CHANSKY** of Levett Rockwood P.C.

The panelists advised that corporate charitable action must align with a company’s fundamental values, or the goodwill earned through the partnership will be lost in the face of consumer skepticism. Rouse pointed out that Toyota’s charitable involvement stems from its image as a producer of hybrid vehicles using green manufacturing processes. “The research shows that consumers want us to be involved in environmental and safety initiatives,” he said.



A global perspective on the media revolution

Students in USC Annenberg’s International Communication Studies (ICS) overseas program (led by communication professor **GORDON STABLES**, left, and **SABRINA CHONG**, assistant director of international programs, second from left) pose behind the anchor desk at Al Jazeera’s London bureau during a trip in June. In addition to a studio tour, the group spoke with bureau reporters, producers and technicians. Every summer, ICS students travel to London, Paris, Prague and Geneva to explore media systems in a variety of international settings.

Dean Wilson welcomes four to executive suite

Dean Wilson has made four senior appointments in the areas of faculty affairs, academic programs, external affairs and strategic planning.



Carola Weil

Associate Dean for Planning and Strategic Initiatives **CAROLA WEIL** joins USC Annenberg from the U.S. Institute for Peace, where she served as senior program officer for grants.



Sandra Ball-Rokeach

SANDRA BALL-ROKEACH, named associate dean for faculty affairs, is a member of the communication faculty (see cover story).



Abigail Kaun

ABIGAIL KAUN, who serves as associate dean for academic programs and student affairs, most recently served as associate dean of graduate programs in USC's College of Letters, Arts & Sciences.



Francesca DeMarco

FRANCESCA DEMARCO, assistant dean for development and alumni relations, returns to USC Annenberg after serving as chief advancement officer for Westridge School, a leading college preparatory school.

USC honored by State Dept. for public diplomacy efforts

Secretary of State **CONDOLEEZZA RICE** hails the USC Center on Public Diplomacy at the Annenberg School as 'the world's premier research facility' in the field

The University of Southern California and the USC Center on Public Diplomacy at the Annenberg School have been honored as joint recipients of one of four inaugural Benjamin Franklin Awards for Public Diplomacy, a new honor bestowed by the U.S. State Department. Secretary of State Condoleezza Rice presented the award in a ceremony on April 8 in Washington, D.C.



From left: **ADAM CLAYTON POWELL III**, vice provost for globalization; USC College Dean **HOWARD GILLMAN**; Secretary Rice; and University Professor Geoffrey Cowan at the State Dept. ceremony

"[The Benjamin Franklin Award] is the most prestigious honor that the Department of State can bestow on American citizens who are making outstanding contributions to public diplomacy," Rice said. "In the area of academic institutions, we recognize the University of Southern California Center on Public Diplomacy for having evolved into the world's premier research facility in this field."

The State Department and USC have partnered on numerous public diplomacy-related projects. The State Department's Public Diplomat in Residence program has been based at the USC Center on Public Diplomacy since 2006. The Center also has provided the State Department with expertise about virtual worlds and the opportunities they provide for intercultural dialogue and public diplomacy.

"It's a tremendous honor for USC to be recognized as a galvanizing force in a field that has only begun to receive wider attention," said **GEOFFREY COWAN**, USC university professor, Annenberg School dean emeritus and founder of the USC Center on Public Diplomacy.

NEW DIRECTOR APPOINTED



Geoffrey Wiseman

The award was a grand kickoff for the Center's new leadership team, led by director **GEOFFREY WISEMAN**, professor of the practice of international relations at the USC College of Letters, Arts & Sciences' School of International Relations. Wiseman was named director in May.

Before coming to USC, Wiseman was principal officer in the Strategic Planning Unit of the Executive Office of the Secretary General of the United Nations, dealing with issues involving non-proliferation and disarmament. He served as an Australian diplomat posted in Stockholm, Hanoi and Brussels, and as private secretary to Australian Foreign Minister Gareth Evans. He was also program officer for international peace and security at the Ford Foundation.

"I am delighted to be a part of the team at the USC Center on Public Diplomacy," Wiseman said. "I'm ready to roll up my sleeves and start working on the research and policy challenges of the fast-evolving public diplomacy field."

New master's program trains next generation of arts journalists

Nine-month M.A. in Specialized Journalism (The Arts) advances training for aspiring reporters with a background in the arts

In response to the critical need to enhance coverage of the arts in communities across the country, USC Annenberg has launched an innovative new graduate degree program focusing on arts journalism. Open to recent art school graduates and experienced arts practitioners, the first group of students began classes in August.

Offered by USC Annenberg in full and active partnership with USC's five arts schools – the School of Architecture, School of Cinematic Arts, Roski School of Fine Arts, School of Theatre and Thornton School of Music – the new nine-month M.A. program connects the fields of arts practice and arts journalism.

“USC Annenberg offers this new degree out of a conviction that quality arts and culture journalism today requires subject matter expertise, advanced reporting skills and knowledge of how new communication technologies are changing the ways that people learn, think and behave,” says **SASHA ANAWALT**, journalism professor and program director. “The M.A. in Specialized Journalism (The Arts) offers students a chance to move forward on all three fronts by putting the resources of USC and Los Angeles at their disposal.”

In addition to Anawalt, journalism professor **TIM PAGE** joins the faculty of the arts journalism program. As chief music critic for *The Washington Post*, he won the 1997 Pulitzer Prize for his “lucid and illuminating” music criticism. Page has also written widely on film and literature for the *Post* and many other publications, including *The New York Times*, where he was music and culture reporter until 1987.



Program director Sasha Anawalt

“The arts are a vital part of American life – they are really part of our soul – and they deserve the best news coverage, commentary and criticism that journalism can provide,” said **GENEVA OVERHOLSER**, director of USC Annenberg's School of Journalism. “This program will bring together journalists who cover the arts and artists wanting to comment on changes in their fields of work. We believe they will learn from each other and develop the skill sets needed for cultural journalism.”

Three 2008 Annenberg graduates earn Fulbright Scholarships



Lana Shamma

Three recent USC Annenberg graduates are overseas, continuing their studies with the support of Fulbright Scholarships.

AINSLEY BREault (B.A. Communication '08), **MICHA KAWAGUCHI-AILETCHER** (B.A. Communication '08) and **LANA SHAMMA** (M.A. Public Diplomacy '08) are three of a USC-record 17 Fulbright winners this year. The grants are for one year of study and research that can be pursued in more than 140 countries.

“The fact that Annenberg had three Fulbrights is a great achievement,” said journalism professor Bryce Nelson, who chairs the Provost's Committee on National and International Graduate Fellowships. “It shows increasing international interest and competence of Annenberg students. They have the interests, language skills and international knowledge that are important for earning these scholarships.”

Shamma will travel to Jordan to study U.S.-Jordanian relations in public diplomacy. Breault is headed to New Zealand to explore the role of music in maintaining the Maori population within New Zealand society. While there, she will focus on two major Maori music events and present her results in two 30-minute rockumentary-style digital videos. Kawaguchi-Ailetcher will also spend time in New Zealand, exploring the relationship between social activism in Pacific Islander communities and Pacific Islander television in Auckland. She is particularly interested in examining themes that relate to social issues in Pacific Islander television shows.

Established in 1946, the Fulbright Program aims to increase mutual understanding between the peoples of the United States and other countries, through the exchange of individuals, knowledge and skills. The Fulbright Program is sponsored by the Bureau of Educational and Cultural Affairs of the U.S. Department of State.

Norman Lear Center grants help Hollywood to promote health around the globe and around the block

Grants from California Endowment and Gates Foundation support efforts to help Hollywood writers and producers tell stories involving pressing public health issues, from obesity to malaria

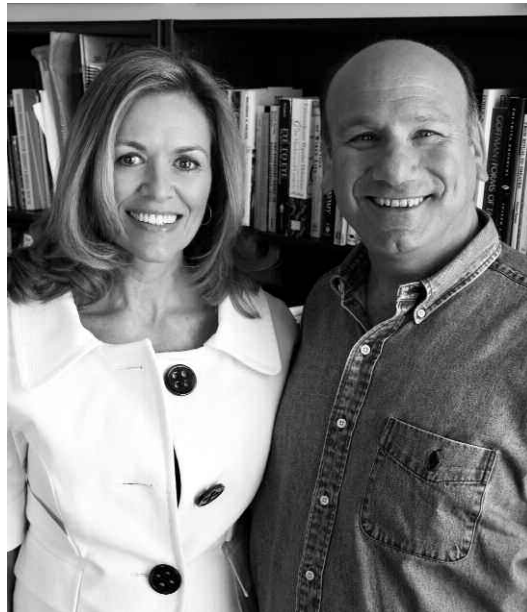
Hollywood writers, directors and producers looking to tell timely stories on global health problems are turning to two new grant-funded programs at the Norman Lear Center's Hollywood, Health and Society project.

The new grants, from the Bill & Melinda Gates Foundation and the California Endowment, have expanded HH&S' ability to improve public understanding of health issues by ensuring the accuracy of health-oriented storylines viewers see on their television screens and in their local multiplexes.

"Six out of 10 Americans who watch primetime dramas say they learn something about a disease or how to prevent it from a TV series," said **MARTIN KAPLAN**, director of the Norman Lear Center. "With these two new grants, we're excited to be able to be a resource to the creative community not only on disease, but also on broader questions of health policy, from the community to the global arena."

The Gates grant, totaling more than \$1.37 million over three years, will enable HH&S to develop an entertainment-education strategy to increase U.S. public support for global initiatives to reduce health disparities and disease around the world. Main goals of the new effort include increasing the accurate presentation of global health topics – such as HIV-AIDS, tuberculosis and malaria – in popular primetime TV shows and increasing understanding and support among TV viewers of global health programs that can save lives and reduce disease, especially in Africa.

A two-year grant of nearly \$500,000 from the California Endowment funds the development of an entertainment



Buffington will lead the new health communication projects in conjunction with Lear Center director Kaplan.

education program to advance effective policies and programs to help build communities that support children, youth and families. Through a focus on storylines about how neighborhood environments affect health and critical issues such as obesity prevention, the prevalence of violence and health disparities, HH&S will seek to increase awareness of these issues and, more importantly, of comprehensive policies to address them.

In addition to the new grants, the project has gained a new program director. **SANDRA DE CASTRO BUFFINGTON**, a global public health professional with nearly 30 years experience, comes to HH&S from private sector consulting on global strategy and fund development, and formerly from the Center for

Development and Population Activities in Washington, D.C., where she guided the flagship WomenLead program to empower women globally and nurtured a network of 5,000 alumni in 140 countries. As a senior advisor of the U.S. Agency for International Development, she led the development of a \$250 million strategic framework for global health leadership and management and managed a \$108 million portfolio of strategic communication programs worldwide.

Buffington coordinated the first international Entertainment Education for Social Change conference at the USC Annenberg School to leverage the power of the entertainment industry for social transformation worldwide. She is a former associate faculty member at the Johns Hopkins University Bloomberg School of Public Health and a past board member of the Pan American Health and Education Foundation.

"We're excited to be a resource to the creative community not only on disease, but also on broader questions of health policy, from the community to the global arena."

—Martin Kaplan, director, Norman Lear Center

New overseas partnerships export USC Annenberg's expertise

Agreements in Dubai and Nigeria aim to enhance capacity at recently established educational institutions

In a move that reflects the global nature of the ongoing communication revolution, USC Annenberg has launched major research collaborations with media institutions in the Middle East and Africa. The partnerships will include technical assistance and instructional training, as well as wider scholarly collaboration through mutually administered research centers.

Through the agreements with the Nigerian Communication Commission's Digital Bridge Institute and the American University in Dubai, USC Annenberg will share its expertise in media policy and communication technology with faculty and administrators overseas. The partnerships build on USC Annenberg's existing international programs, which include a joint master's degree program in Global Communication offered with the London School of Economics & Political Science, research collaborations with the Center for Media Studies in New Delhi, and plans for academic partnerships with institutions in China.

"As increasing numbers of societies take advantage of the communication revolution, the need will only grow for a sophisticated analysis of the issues at play," said **DEAN ERNEST J. WILSON III**. "The USC Annenberg School is uniquely positioned to explore these new models of partnerships and build global capacity in media and communication around the globe."

At the Digital Bridge Institute, USC experts in communication technology and policy will work with educators as they advance the Institute's mission of building Nigeria's ability to invest in the rapidly growing information and communication technology sector. Scholars from the USC Marshall School of Business' Institute for Communication Technology Management also will assist in this research collaboration.



Dean Wilson (right) was a guest at a state dinner with the ruler of Dubai, His Excellency SHEIKH MOHAMMED BIN RASHID AL MAKTOUM.

Through an agreement with the American University in Dubai (AUD), USC Annenberg will serve as a model for AUD's new Mohammed bin Rashid School for Communication. USC Annenberg scholars will work with Dubaian administrators to create a curriculum that explores emerging global issues in communication and journalism while honoring the cultural differences between the United States and the Arab world.

On a fact-finding mission to the Emirate in September, Dean Wilson addressed an audience of local media executives and AUD administrators, faculty and students. His speech, titled "Public Diplomacy: A New Tool for Dubai," urged attendees to nurture innovative media organizations and capitalize on Dubai's emerging role as a bridge between East and West. "Dubai can become the gateway to global knowledge about media and society," he said.

"We think we can really make a difference here," said **PHILIP SEIB**, USC Annenberg journalism professor and principal project director of the partnership with AUD. "The news business is much less mature in Arab countries, and as with any young industry, if it's to develop to its highest potential, it requires some thought. We're eager to contribute to the enhancement of journalistic fundamentals in the AUD program by fostering appreciation of American journalism values – everything from ethics to professional production skills. The end result, we hope, will be a new generation of Arab journalists who can contribute to the political development of their region."



Online community pioneer: Virtual worlds are here to stay

CORY ONDREJKA, an architect of the online community *Second Life*, led a semester-long series of seminars on the ways the virtual world impacts the real world

Ask Cory Ondrejka, and he'll tell you: Virtual worlds are here to stay.

During a series of class sessions and seminars, the former chief technology officer at Linden Lab and the chief programmer of the online virtual world *Second Life* shared his insights on the challenges and opportunities arising with the growing popularity – and exploding possibilities – of online worlds.

“The class has been a blast,” Ondrejka said about his “Introduction to Online Communities” course, held each week in the comfort of the living room of Kerckhoff Hall, USC Annenberg’s research oasis on Adams Boulevard. “The students themselves are spectacularly good. It’s one of those things where you’d have to have something fundamentally wrong with you to not enjoy it.”

The class Ondrejka taught is usually one of the first in the Annenberg Program on Online Communities track of the Communication Management master’s degree, which explores the ways people are connecting online.

“Online communities are a broad topic, and the APOC curriculum itself has a pretty rigorous set of goals for one year – work on, start up, invest on and advise on online communities,” he said. “It’s a little bit of learning from a fire hose. I hope that having a practitioner’s voice has been useful for them. I have little doubt these students will do great things. They’re bright, challenged, determined people to be here.”

WENDY KELLER, a communication management student in Ondrejka’s class, said having him as an instructor was a great experience.

“He has a great sense of humor and a



Ondrejka (left) chairs a discussion with communication management students and faculty at Kerckhoff Hall.

relaxed style,” Keller said. “This, however, does not hide his brilliance regarding online communities. He provides us with great insight about the issues that form the foundation for developing successful online communities. It’s an honor to be in this APOC cohort and to have Cory as the instructor in the intro class.”

Ondrejka spent much of his time leading faculty discussions that he said were invaluable because of the back-and-

forth he had with other professors who are experts in communication.

“Presenting a series of lectures is very different from the one-offs of conferences or speaking engagements, and it’s been very useful,” he said. “Being able to prepare a series of talks has been a really good opportunity to be able to think more broadly about the issues. *Second Life* is what I know best, but the broader discussion of virtual worlds in general has been extremely beneficial.”

Ondrejka said a big reason he came to USC Annenberg is that it has been at the forefront of exploring and leveraging online spaces.

“I’ve been thrilled to be down here,” he said. “USC is at a position to drive the learning about how to do this better. We don’t know yet the best spaces or the projects that they’re most applicable for, but we’re figuring it out.”

—Jackson DeMos



Cory Ondrejka

student news

ATVN honored by L.A. Press Club



The Los Angeles Press Club awarded USC Annenberg's student-run Annenberg TV News (ATVN) one second-place and two first-place awards at its ceremony in June.

"This was slick and well-written, with solid talent and stories," the judges wrote about ATVN's first-place finish in the Broadcast News category for a piece titled "Your Health and Wellness."



Executive producers **PATRICK BECKER** (B.A. Communication '08, top left) and **KATHERINE RIESE** (B.A. Broadcast Journalism/M.A. Online Journalism '08, bottom left) won first-place honors in the Web site/Blog category for ATVN.org.

"Online and broadcast journalism are so intertwined, and ATVN is the perfect environment to experiment with both technologies," Riese said. "We wanted the site to work with the broadcast, but we also looked at ways to offer additional resources and stories. It has a pretty good foundation now, and hopefully it will continue to grow."

The ATVN staff also won second place for its team coverage in the Broadcast TV category.

UWire names 3 to top journalists list



UWire, a community-driven service devoted to the needs of student journalists, named **ALY WEISMAN** (B.A. Broadcast Journalism '08, top left) and print journalism student **RYAN FURLONG** (bottom left) to its list of top 100 student journalists. Cinematic arts student **JUSTIN MANDEL**, an executive producer for TrojanVision, also was included in the ranking.

"Aly Weisman is a dedicated, outgoing and brilliant individual," said **PRESTON NGO**, an associate producer at E! Entertainment, where Weisman served as an intern. Weisman was the lead correspondent for Trojan Vision's "Take 5."



Furlong's colleagues praised his dedication and leadership as news editor at *The Daily Trojan*. "He

immediately committed himself to the position," former Daily Trojan editor-in-chief **LAURA KELLER** said. "The morale in the office was much livelier when he was news editor."

Just 16 students from the western United States were honored by the Web site, and USC had more journalists named to the list than any other university in the Western U.S.

Undergrad Herbach named 2008 Murray Scholar



Undergraduate print journalism student **ALEX HERBACH** is one of seven students nationwide to win a 2008 Jim Murray Memorial Scholarship. He is USC Annenberg's fourth

Murray Scholar and the fifth overall from USC.

The scholarship is given to outstanding journalists in the field of sports journalism. Murray was a founder of *Sports Illustrated* in 1953, sports columnist for the *Los Angeles Times* from 1961-68, winner of the 1990 Pulitzer Prize for Commentary and a 14-time winner of the National Sportswriter of the Year Award.

Gonzalez wins Ford Foundation Diversity Fellowship



Second-year communication Ph.D. student **CARMEN GONZALEZ** earned a Ford Foundation Diversity Fellowship that will provide her with financial

support to research Spanish-language media during her next three years at USC Annenberg.

"I am honored and excited to represent USC and Annenberg as a Ford Diversity Fellow," Gonzalez said. "I have always been very aware of the lack of diversity in higher education, and I look forward to addressing this issue in any way I can."

Read more about Gonzalez's work on page 17.

Movius honored by Horowitz Foundation



The Horowitz Foundation for Social Policy named Ph.D. candidate **LAUREN BREE MOVIUS** (M.A. Global Communication '05) the recipient of the Joshua Feigenbaum Award

in Mass Communication Policy for her paper titled "Global Governance of the Internet: Towards a Multi-Stakeholder Policy Paradigm?"

The Feigenbaum Award is given for empirical research on policy aspects of the arts and popular culture, with special reference to mass communication.

Network Culture Project sponsors contest for philanthropic innovation

The funds, paid in the currency used in the virtual world Second Life, support online charitable activities that make creative use of online communities

In an effort to encourage philanthropic entrepreneurship in emerging virtual worlds, USC Annenberg's Network Culture Project awarded more than 1 million Linden dollars – the currency used in the virtual world Second Life, equivalent to approximately \$4,000 in U.S. dollars – to three winners in the “Second Life and the Public Good Community Challenge.”

Five finalists were selected from 27 initial entries to create spaces in Second Life devoted to philanthropic causes. Each team also advocated among residents of Second Life for additional funding, encouraging visitors to vote in support of their project. The contest was made possible by support from the John D. & Catherine T. MacArthur Foundation.



The island for the Native Lands Cultural Outreach project in the virtual world Second Life

Each of the top three community-supported teams received 300,000 Linden dollars and virtual “land” in Second Life through the end of 2008. The three winning teams are, in alphabetical order:

- **ABILITY COMMONS:** A virtual space dedicated to providing support for those living with disabilities. The purpose of the project is to provide a space for educating people about a wide range of disabilities, and to provide a common safe space for discussion and socialization.

Sotomayor, Gutiérrez pay tribute to pioneering journalist



FRANK SOTOMAYOR, associate director of USC Annenberg's Institute for Justice and Journalism, speaks at the unveiling of a U.S. Postal Service stamp honoring **RUBEN SALAZAR**, a columnist for the Los Angeles Times who was killed in 1970 by a police officer during a civil rights rally. Salazar was seen as one of the first Latinos to have a prominent voice in American news media. Meanwhile, in Los Angeles, journalism professor **FÉLIX GUTIÉRREZ** examined Salazar's influence during a panel discussion hosted by the Los Angeles Times.

- **NATIVE LANDS CULTURAL OUTREACH:** The Native Lands project will work to develop a comprehensive virtual community in Second Life for native groups throughout the world. The project will provide educational information and social services to support the community.
- **TEXAS OBESITY RESEARCH CENTER:** This project plans to create a virtual space for discussion and education about issues related to, and treatment of, obesity. By removing physical barriers, the project hopes to provide education in a neutral environment.

In addition, the Network Culture Project has provided additional support to the remaining two finalists. They each received 50,000 Linden dollars and virtual land in Second Life to continue development of their projects.

“We were deeply impressed by the scope and capability of the projects that came in,” project principal investigator **DOUGLAS THOMAS** said, adding that proposals were judged based on two criteria – unique uses of the abilities and opportunities of Second Life and potential for real-world impact.

“Under Doug Thomas' leadership, we've spent the last year exploring the possibilities of virtual worlds,” project manager **TORI HORTON** said. “This community challenge is just one example of opportunities that leverage what happens in the virtual world to directly impact the physical world.”

Bar explores societal impact of Internet cafés

Communication professor **FRANÇOIS BAR** chaired a two-day workshop at USC Annenberg to launch a five-year research project that will gauge the impact of public access to information and communication technologies (ICTs) in various countries.

The central hypothesis of the project, titled “Impact of Public Access to ICT” and funded jointly by the Bill and Melinda Gates Foundation and Canada’s International Development Research Center, is that the existence of public venues where people can access the Internet makes a difference to the economic and social well-being of individuals, communities and countries. Public venues include both privately and publicly owned places such as libraries and cyber cafés. The project will study three countries – Bangladesh, Chile and Lithuania – the first year, and then expand to more countries starting in year two.



Bar said the project is unique because researchers have the luxury of spending a long period of time studying ICT access across a wide range of countries.

“We’re hoping to break ground by providing an empirically based understanding of why and how public access makes a difference in these countries,” Bar says.

In an editorial printed in the journal *Information Technology and International Development* outlining some potential

research questions, Bar and his co-editor, Georgia Institute of Technology’s **MICHAEL BEST**, discussed two divergent theories of the ways people use ICTs in public venues. While some scholars see public Internet access as an inferior replacement for private access through one’s home or office, others point to benefits of public access that are not present in private situations – collaborative multiplayer gaming, for example, or staff assistants at Internet job-search centers. With such a variety of possible uses, gauging the impact will require carefully constructed research questions, Bar says.

“We’re trying to get our hands around what goes on in those public places,” Bar says. “One of the fascinating aspects is the social experiences and learning taking place. People are not just downloading information, but also uploading and creating content, as well as communicating and collaborating in new ways.”

Other USC Annenberg professors participating in the project workshop included **JONATHAN ARONSON**, **SANDRA BALL-ROKEACH**, **MANUEL CASTELLS**, **JEFFREY COLE**, **LARRY GROSS**, **PETER MONGE** and **DEAN ERNEST J. WILSON III**, as well as Annenberg Ph.D. students **MELISSA BROUGH**, **SASHA COSTANZA-CHOCK** and **CHARLOTTE LAPSANSKY**.

USC Annenberg takes the stage at conferences



ROBERT L. ALANIZ (left), vice president of *The California Endowment*, and **DEAN ERNEST J. WILSON III** welcome guests to a USC Annenberg / California Endowment reception at the UNITY conference.

USC Annenberg scholars and journalists from a wide range of disciplines took part in discussions and presentations at conferences of the International Communication Association, UNITY Journalists of Color and the Association for Education in Journalism and Mass Communication. Among the highlights of the three conferences:

- An ICA panel focused on methods to integrate communication scholarship more closely with public policy, with comment from doctoral candidate **RUSSELL NEWMAN** and U.S. Sen. **BERNIE SANDERS** (I-Vt.).
- At the UNITY conference, the Institute for Justice and Journalism, including journalism professor **ROBERTO SURO**, IJJ director **STEVE MONTIEL**, IJJ associate director **FRANK SOTOMAYOR** and IJJ senior fellow **VICTOR MERINA**, hosted a panel titled “Immigration Storytelling: Keeping Ahead of the Fast-Changing Curve,” billed as “a holistic approach to covering immigration.”
- Communication school director **LARRY GROSS** earned AEJMC’s Leroy F. Aarons award for his contributions to education and research on issues affecting the gay, lesbian, bisexual and transgendered communities. The award was given during the organization’s annual conference.

USC Annenberg welcomes distinguished professionals and scholars to faculty

School of Journalism



SASHA ANAWALT is director of arts journalism programs, overseeing two midcareer fellowship programs in arts journalism and directing the master's degree in specialized journalism (the arts). She wrote the best-selling cultural biography *The Joffrey Ballet: Robert*

Joffrey and the Making of an American Dance Company and served as chief dance critic for the *Los Angeles Herald Examiner*, *L.A. Weekly* and KCRW-FM. A native of New York City and a graduate of Barnard College, Anawalt serves on the advisory board for Art Sanctuary in Philadelphia and the board of L.A. Stage Alliance, and she is a member of the Pasadena Arts & Culture Commission.



ERNA SMITH, visiting professor of journalism, has been a professor of journalism at San Francisco State University since 1989. Prior to teaching, she worked for 15 years as a reporter, editor and copy editor at several newspapers, including the *Fort Worth Star-Telegram*, the *Minneapolis*

Star and *The Wall Street Journal*. The author of several studies on race and the media, Smith was a fellow at Harvard University's Shorenstein Center on Press, Politics and Public Policy, where she conducted a study of television news coverage of the 1992 Los Angeles riots. She has received several honors for her work, including the Barry Bingham Fellowship from the National Council of Editorial Writers.



JIAN (JAY) WANG, professor of public relations, is a scholar and global consultant in the fields of public relations and public diplomacy. He taught previously at Purdue University, Chinese University of Hong Kong and the University of Iowa. Wang is the author of *Foreign Advertising in China: Becoming Global, Becoming Local* and a co-author of *China's Window on the World: TV News, Social Knowledge and International Spectacles*. He also has worked as a consultant for McKinsey & Company and Ketchum Public Relations.

School of Communication



JERROLD GREEN, research professor and president and CEO of the Pacific Council on International Policy, is a widely respected expert in international relations, Middle Eastern diplomacy and the politics of the Arab world and Iran. Prior to joining USC Annenberg, Dr. Green served in

several positions at the RAND Corporation. He also has taught at the University of Arizona, and directed the Center of Middle Eastern Studies there.



SUSAN RESNICK WEST, communication professor, joins USC Annenberg from the USC Marshall School of Business' Center for Effective Organizations, where her research focused on employee development and evaluation to enable strategic change. West has been actively

involved as a researcher and consultant to a wide variety of organizations implementing strategic change, from Arco to Xerox. She is co-author of *Designing Performance Appraisal Systems* and several articles on performance appraisal, the management of professional employees and the evaluation of strategic change efforts.

Special Appointment



DAVID WESTPHAL joins USC Annenberg as executive-in-residence from McClatchy Newspapers, where he was Washington bureau chief. Prior to joining McClatchy, he was managing editor of *The Des Moines Register* in Iowa, and was part of the team that won a Pulitzer Prize for

Public Service. He has won the National Press Club's Washington Correspondence Award and is two-time winner of the John Hancock Award for Business and Financial Reporting.

In Memoriam: Edwin O. Guthman, 1919–2008

EDWIN O. GUTHMAN, press secretary to Robert F. Kennedy, Pulitzer Prize-winning journalist and journalism professor at the USC Annenberg School for Communication, died Sunday, Aug. 31, with his family at his home in the Pacific Palisades. He was 89.

Guthman had been suffering from complications of amyloidosis, a rare disease with which he was diagnosed last year.

Edwin O. Guthman was born in Seattle on Aug. 11, 1919. He worked as a journalist for the *Seattle Star* before serving in the Army during World War II. His service as commander of the first platoon to enter Rome in 1944 earned him a spot in Tom Brokaw's book *The Greatest Generation*.

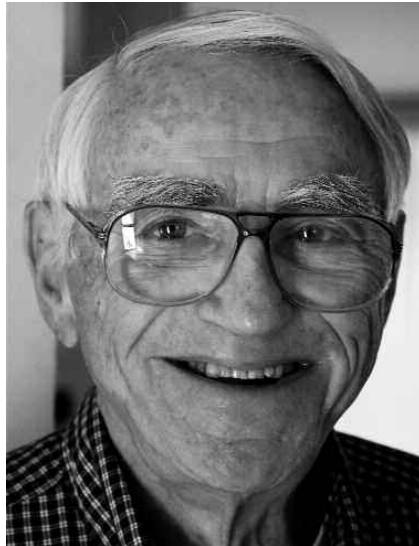
In 1950, as a reporter at the *Seattle Times*, Guthman won a Pulitzer Prize for articles proving that a Washington state investigative committee had subverted evidence that cleared a University of Washington professor of false charges. From 1961 to 1965, Guthman served as press secretary for Attorney General and then Sen. Robert F. Kennedy, and would go on to write or edit four books on Kennedy.

In 1965, Guthman became national editor of the *Los Angeles Times*, raising its national profile and breaking news in the Watergate investigation. His investigative instincts earned him the No. 3 spot on Richard Nixon's list of political enemies. After 12 years at the *Times*, Guthman spent a decade as editor of the *Philadelphia Inquirer*.

In 1987, Guthman returned to Los Angeles and joined the faculty of the USC School of Journalism. He spent the next 20 years working as a full-time teacher of investigative reporting and news writing, emphasizing the value of direct examination of public documents in investigative reporting. He was a founding member of the Los Angeles City Ethics Commission and served on a panel investigating events leading to the Bureau of Alcohol, Tobacco & Firearms' actions at the Branch Davidian compound near Waco, Texas, in 1993.

The family requests that donations be made to the Edwin O. and JoAnn Guthman Endowed Scholarship for Investigative Reporting at the USC Annenberg School for Communication, 3502 Watt Way, Los Angeles, California, 90089.

Read more about Ed Guthman's life and career at annenberg.usc.edu/guthman



"Ed Guthman was not only a great friend, but a great journalist. He was the only person I ever tore up a cartoon for."



—Paul Conrad, longtime political cartoonist, Los Angeles Times

"Ed Guthman was journalism's best. His strong legacy of professional, effective journalism lives on in his students and faculty colleagues, and his contributions will not be forgotten."



—Dean Ernest J. Wilson III

"Ed was one of my greatest inspirations early in my career and education at USC. I still have one of the stories he graded back in the late '80s hanging in my office."



—Yumi Wilson (B.A. Print Journalism '90), assistant professor of journalism, San Francisco State University

"When Ed Guthman hired me for the national staff of the Los Angeles Times decades ago, I never knew what an influence he would have in my life. It is not surprising that more than one former student has said, 'Ed Guthman was an American hero.'"



—Bryce Nelson, journalism professor and former director, USC Annenberg's School of Journalism

"I loved asking [Ed] not only about the history he lived through but also his perspective on things around campus and Los Angeles. He was always a kind and gracious man, and we will all miss him."



—Pete Carroll, USC head football coach

"In any accounting of the good guys of American journalism, Ed Guthman is on the front page."



—Tom Brokaw, NBC News

Around Annenberg



Communication professor and associate dean **SANDRA BALL-ROKEACH** was named an ICA fellow, one of the top honors in the field.



Emeritus communication professor **WALTER FISHER** wrote a chapter titled "Glimpses of Hope: Rhetorical and Dialogical Discourse Promoting Cosmopolitanism" in the book *Communication Ethics: Between Cosmopolitanism and Provinciality*.



Communication professor **SARAH BANET-WEISER** and journalism professor **BRYCE NELSON** earned USC-Mellon Mentoring Awards for Excellence in Mentoring.



Wallis Annenberg Chair in Journalism and Democracy holder **JAY HARRIS** was appointed co-chair of the Pulitzer Prize Board by Columbia University.



Journalism professor **DAN BIRMAN** discussed his documentary about a 16-year-old girl serving a life sentence for murder at the American Psychiatric Association's annual meeting. **DAVE EISENBERG** (M.A. Broadcast Journalism '06) assisted on the project.



Communication professor **TOM HOLLIHAN** gave the featured address, titled "Globalization, Democracy and Citizen Deliberation: A Call for Progressive Social Action," at California State University, Fresno's, Undergraduate Communication Conference.



Communication professor and holder of the Annenberg Chair in Communication Technology and Society **MANUEL CASTELLS** contributed significantly to three articles in *The Economist* as part of the magazine's special section on mobile society.



Norman Lear Center director and holder of the Norman Lear Chair in Entertainment **MARTIN KAPLAN** accepted an invitation by the National Academy of Sciences to join the advisory board of Project Prism, its outreach effort to the entertainment industry.



Communication professor and director of the Center for the Digital Future **JEFFREY COLE** gave the keynote address at the iMedia Breakthrough Summit. Cole spoke on "The Ever-Changing New-Media User."



Communication professor **JOSH KUN** received a \$10,000 Casden Institute Faculty Research Grant for his proposal to document African-American and Jewish relations in 20th-century American life.



Journalism professor **MARC COOPER** received an honorable mention for his *L.A. Weekly* signed commentary, "East Versus West," and a second-place columnist award for his *L.A. Weekly* writing at the 50th annual Los Angeles Press Club awards.



Journalism professor emeritus **A.J. LANGGUTH** delivered the Mark Hatfield Lecture, "Choosing War: What Americans Can Still Learn From the War of 1812," to the Oregon Historical Society in Portland.

Around Annenberg



Communication professor **LYNN MILLER** and her interdisciplinary research team were awarded a \$3.475 million grant by the National Institute of Mental Health to develop a video game designed to reduce risky sexual behavior that can lead to acquiring HIV.



Journalism professor **ROBERTO SURO** gave a talk titled "Immigration Policies Go Local: The Varying Responses of Governments to Low-Skilled and Undocumented Immigration" at the Woodrow Wilson International Center for Scholars.



Journalism professor **JUDY MULLER** moderated a panel at the Seoul Digital Forum 2008 in Seoul, Korea. The panel on "Unleashing Content" focused on the evolution, possible markets and developing outlook of broadcasting content.



Communication professor **JONATHAN TAPLIN** was appointed to the International Advisory Board of the Singapore Government's Media Development Authority.



Knight Digital Media Center director **VIKKI PORTER** organized and moderated a panel on social media during the April joint conference of the American Society of Newspaper Editors and the Newspaper Association of America in Washington, D.C.



Adjunct journalism professor **KENNETH TURAN** was awarded a 2008 Alumni Award by the Columbia University Graduate School of Journalism. The awards are given annually to Columbia alumni for a distinguished journalism career in any medium.



Journalism professor **PHILIP SEIB** wrote two articles on Middle Eastern media: "The News Media and the Intelligence Community: A Clash of Civilizations?" in *Defense Intelligence Journal* and "The Al-Qaeda Media Machine" in the May-June issue of *Military Review*.



Associate dean for planning and research professor **CAROLA WEIL** gave a talk at the International Studies Association Convention in San Francisco titled "From Congo to Darfur: A Decade of Unintended Consequences of International Humanitarian Protection."



Communication professors **STACY SMITH** (left) and **ALLISON TROPE** (right) moderated a panel at the Screen Actors Guild conference. The panel was part of a SAG Women's Committee discussion that hoped "to promote equal employment opportunities for female SAG members." Smith also gave a talk in May as part of the Prix Jeunesse International 2008 in Munich, Germany.



Dean **ERNEST J. WILSON III** moderated a panel titled "You Can Take It With You: Are Mobile Devices Replacing the PC?" at the Milken Institute's Global Conference.



Knight Chair in Media and Religion **DIANE WINSTON** was awarded a two-year, \$300,000 grant for building religion resources for journalists by the Ford Foundation, supporting the development of surveys, a reporter's handbook and online training programs.

Building community through communication

Continued from page 1



“The key to building communities where residents feel and act like they belong, believe that they can come together with their neighbors to improve their shared area and actually participate in community activities, was the communication infrastructure,” says Ball-Rokeach. “This infrastructure is usually invisible until there is a crisis, such as the 1992 uprising, but we set out to make it visible so that it could be used by residents, policymakers, activists and the like to make their communities better places to live.”

Ball-Rokeach found that this communication infrastructure is made up of two elements: an indigenous storytelling network and the communication environment in which it exists.

The key storytellers she identified are:

- Geo-ethnic media (media targeted to a particular ethnic group or geographic area, or both)
- Community organizations
- Residents in family/friend/neighbor networks

A community is healthiest and most productive when it’s active on all three storyteller fronts. What this means is really the flowing lifeblood of any community – how people talk about the state of the neighborhood, its opportunities and its dangers. Reports filed by the media and the actions of community organizations give us each stories to tell – whether it’s disagreeing at the dinner table over a new city proposal, attending a neighborhood charity carnival or donating money to your niece’s school.

While affluent neighborhoods may have a more opportune communication environment – safe streets, good libraries, pleasant restaurants – a strong storytelling network can thrive even without these resources.

“You might be surprised to learn that there is a stronger sense of belonging in the Greater Crenshaw area and in East Los Angeles than there is in some communities on the Westside,” Ball-Rokeach says. “This is because they have more than an average number of geo-ethnic media that tell local stories, community organizations that engage residents, and residents who actually talk with their neighbors.”

THE IMPACT

The data compiled by the researchers has helped them produce multiethnic communication maps of 11 diverse communities in Los Angeles.

Want to know the best way to reach the Armenian residents of Glendale? (Geo-ethnic TV.) African-American residents of Greater Crenshaw? (Mainstream TV.) Anglo residents of South Pasadena? (Strike up a conversation at a local coffee shop.)

Ball-Rokeach and her team are publishing brochures about their findings in everyday language. Thanks to these brochures, residents and policymakers know the best ways to improve communication, civic pride and awareness within and between communities.

“The Metamorphosis Project lets me touch and learn the city where I live,” Ball-Rokeach says. “I love Los Angeles, not because it is an easy place to live, but because it presents all the challenges of civil society in a digital age.”

THE DRIVING FORCE

When Ball-Rokeach isn’t working, she enjoys taking care of her dog, Jenny, working in her yard and – as could be expected of a sociological and

communication scientist/scholar – exploring new areas of Los Angeles. Still, it’s hard to imagine such a dynamic researcher ever being too far from her field of study.

“For me, the chief challenge of our time is to figure out how to create civil society in the midst of increasing racial and ethnic diversity,” she says, “and the Metamorphosis Project addresses this challenge.”

Creating order and helping people has always been a goal of hers: As a child, she wanted to become a medical doctor, but found that she preferred the autonomy of academia. And as her field of study broadened from the human body to the invisible bonds that bring humans together, it’s provided her with a wealth of

research. Even though she is author or editor of six books, penned a great many articles and was recently named a Fellow by the International Communication Association, she still gets excited thinking about her research in a world that has changed immensely during her lifetime.

“We went from being a modern society where mass media was essential to hold us together to a society that no one knows how to name, where a new media system must emerge to help us create a civil social life,” she says. “We have incredible changes in the ways we *can* connect, but not much change in *why* we connect.”

A lot has happened since she sat on her porch in the dark in 1992 with a desire to use her scientific expertise to help humankind and, more specifically, her

city. The subsequent and ongoing research have brought her satisfaction and a deepening appreciation for the continuing story of humanity in general, and especially in Los Angeles.

“Los Angeles to me is a clumsy eager adolescent with great vitality and creativity. It is the prototype 21st-century city. What we learn here will have direct relevance to other global cities,” she says, already looking forward. “Like so many people, the older I get, the harder I work, but my excitement does not diminish – it grows.” 📖

Learn about the Metamorphosis Project at metamorph.org

Strengthening community bridges

As part of the Metamorphosis project, CARMEN GONZALEZ co-authored a paper looking at the ways community-based organizations (CBOs) serve as a bridge between racially diverse communities. Gonzalez’s research on this and other projects was recognized by the Ford Foundation, which awarded her a three-year diversity fellowship. Through her work, she hopes to help community organizers build better connections between multiple interest groups.

What sparked your interest in this field?

CARMEN GONZALEZ: I have always been interested in combining my academic work with community outreach, and the Metamorphosis Project provided a perfect opportunity to do so. When I started the doctoral program at Annenberg, I was very excited to see a growing emphasis on academic-advocacy partnerships and I hope to continue this type of work when I become a professor.

How do CBOs affect relations between different ethnic groups?

Community-based organizations can provide the motivation and space for collaboration between different ethnic groups. In South Los Angeles, for example, despite a very strong cultural divide, African-American and Latino residents have been actively working together to improve their community through their involvement with CBOs. A community with strong ties among ethnic groups can gain political power and be more successful in addressing problems.

Have you ever been surprised by the communities you study?

We recently gave a presentation to members of CBOs about how the news covers black-brown issues, and I was blown away by the way in which these

individuals understood the role of the media. These residents clearly understand the effect of negative media portrayals because every day they see how their neighborhood is depicted as a racial battleground. This experience made me realize that you don’t have to be an academic to understand the social implications of media coverage.

How would you characterize South Los Angeles?

It’s an incredibly dynamic community that has experienced dramatic demographic shifts over the years. Currently, South L.A. is made up of mostly low-income African-American and Latino residents, but it used to be a thriving African-American community. Due to the recent influx of Latino immigrants, the community is now shared by two populations with different cultures who face very similar problems.

How does your work affect you personally?

It is incredibly rewarding to know that I am not only conducting research that will become an article in an academic journal, but that this same research can empower a community-based organization. I always hope to be a friendly and supportive connection between the university and our South Los Angeles residential neighbors.



‘Changing opportunities in journalism’

Geneva Overholser takes the helm of the School of Journalism

GENEVA OVERHOLSER became director of the School of Journalism at USC Annenberg July 1. Overholser comes to Annenberg after editing *The Des Moines Register*, where she led the paper to a Pulitzer Prize for Public Service; serving as ombudsman of *The Washington Post* and a member of the editorial board of *The New York Times*; and reporting for five years from Kinshasa and Paris. Most recently she held the Curtis B. Hurley Chair in Public Affairs Reporting for the Missouri School of Journalism.

Specialized Journalism student **DANIELA GERSON** spoke with Overholser about her own experience attending journalism school and what she intends to bring to Annenberg.

There is a lot of debate about the merits of studying journalism. What do you think you got out of your time in journalism school?

It was completely different from my undergraduate experience. I had professors who really tried to instill in me an understanding of the culture of journalism. I took good legal and skills courses; I learned to write differently. But the main thing I got was the credentials assuring a hiring editor that I know what I'm doing: I can interview, I won't libel someone and I understand the principles of journalism. For me, it was essential.

Fast-forward for a moment to today. The industry is contracting. Annenberg costs a lot of money. Why should someone go to journalism school today?

I would argue that it is more important than ever because the craft is in such unsettlement.

We have a special responsibility here to turn out students who can go out and enliven the newsrooms and innovate; students who will come up with new models for media, join startups, go to nonprofits and procure information in the public interest.



Geneva Overholser in her office at USC Annenberg

When I was an editor I was among the many who tended to think I'd rather have someone from a strong liberal arts background, who knows economics or history and has foreign languages. But I didn't hire them unless they had gotten the basics. Well, today there is a Catch-22 for a lot of people. You can't get the basics. We now must help young people get these new skills, and a sense of the changing opportunities in journalism.

You've described the newsroom where you got your start 35 years ago as a "scrappy little Colorado newsroom" that "hummed with opportunity."

I really feel like that place was magical. We acted like we could eat Pike's Peak. I made \$110 a week, but, man, I could do everything. It really was a paper that meant the world to its community, and the community believed in it. Of course, it died in 1980 when I was on a Nieman Fellowship at Harvard. I went back to Denver for the wake.

With that in mind, for students today who are graduating, do you see opportunities for them like your "scrappy little newsroom"?

Absolutely. We have to remember the model won't always look like the old model. But scrappy, give-you-the-world kind of newsrooms are definitely more numerous than when I started.

Right now they're doing really cool stuff in Reno and Las Vegas. A former publisher of the Minneapolis *Star Tribune*, Joel Kramer, has started an online newspaper to serve news consumers faced with a reduced version of the *Star Tribune*. I have friends who've taken the buyout at the *St. Louis Post-Dispatch* who are going to combine their efforts with the local public radio station and create a new kind of media.

What brought you to Annenberg?

I took this job against all of my previous instincts: I'd always thought being a dean or director would be a ghastly job. And I was persuaded otherwise. For one, we're in one of the great cities of the world. L.A. is a cultural feast. It has every kind of voice and interest represented. And I love an adventure: I've lived in New York, Paris, Kinshasa, Boston, Washington, Des Moines.

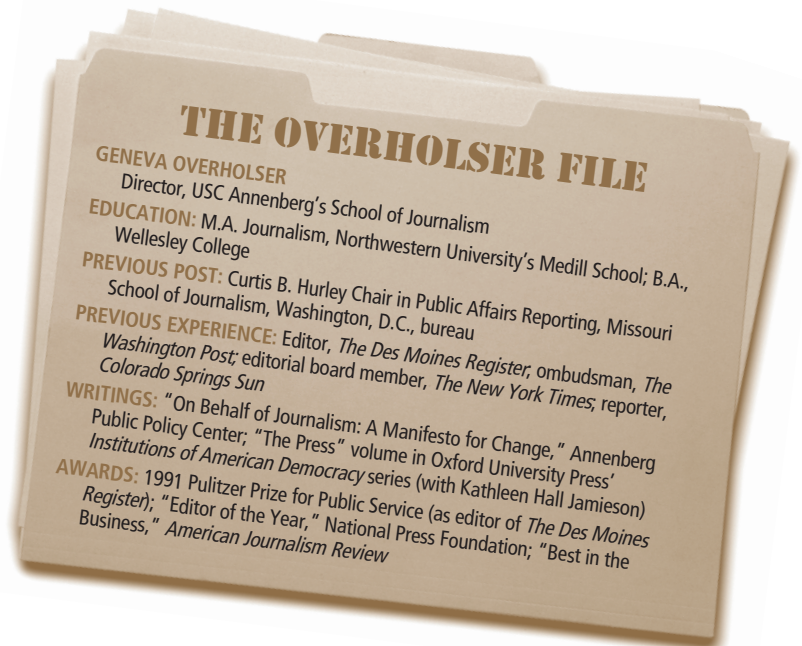
At Annenberg, you look at a sea of faces that come so much closer to representing America. We will never be able to move forward in journalism until we get over this hump, which we've too often only paid lip service to, of bringing in all voices. We still have more work to do on that in both students and faculty. But even so, our faculty is much more representative of America than most journalism faculties.

I also love the wonderful diversity of skills and experiences that our faculty brings. Sometimes journalism schools try and contort themselves into a genuine academic environment, which really doesn't serve us well in our craft or in the university. I love the fact that this is proudly and forthrightly a journalism school. We have a lot of smart-as-hell people here, but we are not primarily academics. At the same time, the association with the communication school, as well as other schools in the university, also lets us engage in intellectual discourse.

And what do you want to bring to the school? What do you think could be working better?

Like every other journalism school, we have to become more comfortable with the digital environment today. I want to foster more of a sense of openness, an embrace of risk, and an enthusiasm for doing journalism wherever we can do it. I would like us to become known as the place where the best discussions happen. In this new world where creators are citizens, we're collaborating with them. Folks like me, who've been in the business for 40 years, tend to say this is what the principle looks like, end of discussion. We cannot end the discussion.


This is a globalized world and at Annenberg we don't reflect that enough. I'd like more of our students to have experiences abroad.



You've succeeded in a very demanding career. Any tips?

We tend to think, "Well, I really need to think out my life and plot it out." But life doesn't unfold that way. One important word to remember is sequential.

I'm grateful for the recognition my work has gotten, but there have been periods when I was wandering in the desert, as they say, and despairing ever being heard, or seen, again. I left this very rich job in Colorado to follow my first husband to Kinshasa. I thought, "This is going to be the best experience of my life," and in many ways it was. But in other ways it was absolutely dark despair. It was like throwing your copy into the ocean. I had this naïve hope that I'd be able to report, but there was no computer reporting. And for the phone, you had to go to downtown Kinshasa and schedule a phone interview. After the jazz of three years of being the young star reporter, I went overseas and sunk into, "Oh my God, what have I done?"

But there is no clear trajectory for life. When you think there is, just sort of give up on pushing it all the time and know that life will happen to you. And sometimes that is the greatest blessing. You know, coming into this job surprised me. I was in a job that many would just ride into retirement – an endowed chair enabling you to work 1,200 miles from the mothership. I worked with gifted children, I got to read, I got to teach. I never would have thought at 60 I'd want to go back and run something, but I love being here, and I really do feel as if it's like my life is made new. 



ONLINE EXTRA:

Writer in residence **NORMAN CORWIN** discusses *Van Gogh*, radio theater and law enforcement in Switzerland with Geneva Overholser. Go to annenberg.usc.edu/corwin.

Celebrating 10 years of Annenberg TV News

This year marks the 10th anniversary of Annenberg TV News (ATVN), USC Annenberg's student-run television news operation. For the past decade, ATVN has been *the* place for aspiring TV journalists to jump headfirst into the world of broadcast news. Students learn the full range of skills: reporting, writing, shooting, editing, graphic design and multimedia storytelling.

"It was interesting to see after the first few years, students showed up saying they came to USC because of ATVN. Here, they learn how to hit the ground running," says **SERENA CHA** (top right), ATVN's director. ATVN's associate director, **STACY SCHOLDER** (bottom right), agrees. "Students love ATVN because they get hands-on experience in the field and as part of a live studio crew," she says.



Each day, students tackle local, national and international news. They cover brushfires, strikes, politics and breaking news, occasionally besting the competition by uncovering stories and landing interviews before the mainstream media. **WILLA SEIDENBERG**, now head of Annenberg Radio News, guided many ATVN students closely during much of the first decade. She says, "ATVN teaches students not only to pursue a wide range of stories and interviews, but to treat every story with great care, using critical thinking skills."

The news operation was launched in fall 1998 to teach students and inform the USC community. Its staff of 220 students each semester generates live nightly newscasts, which are aired on TrojanVision, USC's TV network, and distributed at atvn.org.

ATVN is an all-digital news operation. With the help of technical supervisors **JOHN GOLDSMITH** and **TOM NORRIS**, students handle advanced equipment and software, and will start using laptops to produce live shots from the field this semester. **CHUCK BOYLES**, USC Annenberg's multimedia production director, says, "When graduates reach their first jobs, they play an important role in helping professional newsrooms transition to new technology."

The news operation's work has received top awards from prestigious organizations including the Society of Professional Journalists and the Los Angeles Press Club. In addition, ATVN alumni dominate the air in markets across the country. "We are so proud of the many alumni doing such great work at the local and network level," says Cha. "They have firmly established ATVN's reputation."

Instant replay: Alumni reflect on their time at ATVN



Emily Chan

B.A. Broadcast Journalism '00

Position: Financial Reporter

Employer: CNBC Asia

City: Hong Kong

I joined ATVN when it was just getting off the ground. The people who signed up were serious about starting a career in journalism – the "go-getter" types. Working with this group helped further motivate me to achieve my goal of becoming an anchor.

The ATVN experience gave me a taste of deadline pressure. In TV, the show does not wait. And reporters and producers are faced with deadlines, and we have to be able to handle them. At ATVN, whatever it was I had to finish – writing a story or editing a package – had to be finished on time, especially since I had to change and get ready to anchor the show.

Unlike other professions, landing your first job in journalism is not about what grades you got in school. News directors look for real experience, and ATVN, together with my internships, gave me just that.



Seth Doane

B.A. Broadcast Journalism '00

Position: Correspondent

Employer: CBS News

City: New York

I joined CBS News in August 2007. I've been assigned to work on a regular series for "The CBS Evening News With Katie Couric" called "The Other America."

The most important part of my experience at USC Annenberg was the encouragement to get experience outside

of the classroom. Hands-on programs like ATVN exposed me to the entire process of television production. Of course, we had fun, too, which is an important part of realizing how rewarding this career can be.

In my professional career it has become clear to me that writing is the most important part of the job. Annenberg's focus on writing, both for print and broadcast, is an essential part of the learning process. Passion for telling a good story and a genuine interest in news are what is important to potential employers.

Instant replay: Alumni reflect on their time at ATVN



Kris Van Cleave

B.A. Broadcast Journalism '03
Position: General Assignment Reporter
Employer: ABC 7/WJLA-TV and
NewsChannel 8
City: Washington, D.C.

While I was a student working on ATVN and "Impact" [USC Annenberg's award-winning student TV newsmagazine], I interned at KTLA-TV. I got lucky and was hired as producer for Kurt the CyberGuy. So ATVN was the starting point for my

career. The classes and student programs – ATVN and "Impact" – let me get my feet wet.

The highlight of my ATVN experience was having the opportunity as a student to get my hands dirty and start learning what it means to be a journalist. You had access to real-world tools and worked under real-world deadlines to get the story out. It was boot camp (without the push-ups).

And the people were wonderful. The teachers were all fantastic working journalists who came to the school to instill their love for TV news into the students. They had current real-world experience that they used to better equip us. Ed Guthman, who taught me news writing and investigative reporting, was one of the finest journalists I have ever met.



Shawna Thomas

M.A. Broadcast Journalism '06
Position: Political Desk Assignment Editor
Employer: NBC News
City: New York

ATVN is the necessary practical component to the classroom lessons at USC. As a student, I loved directing newscasts. There are very few things that get your heart pumping the way a 10-second countdown to a live newscast does. It's how I figured out that I prefer

day-of-air news to long-form. At the beginning of the day you have nothing, but by 6:30 p.m. Pacific time, everything is assembled and you see the fruits of your labor. It's pretty cool.

While I work on a much larger scale now, the idea of how you gather news doesn't change: calling people you know to get information and interviews, calling agencies and confirming facts, figuring out how to get pictures and video as well. Nothing we could practice in the classroom at USC could replace the actual newsgathering that went on in the basement of the Annenberg building.

Very soon we'll be at the point where you won't be hired for a job in television news unless you can write, shoot and edit your own material as well as turn it into a piece on the company's Web site. The whole point of ATVN is getting good at doing all of that yourself.



Ilan Ben-Hanan

B.A. Broadcast Journalism '00
Position: Senior Director,
West Coast Programming
Employer: ESPN
City: Los Angeles

My job demands fast decisions and lots of collaboration on projects – skills I sharpened during my time at ATVN. Teachers at Annenberg, and in particular those involved with ATVN, have lots of real-world experience, so they can be

invaluable assets when it comes to career advice.

ATVN is a safe place to conceive of and implement new ideas, and a place where you can take risks and be rewarded for it. Now that I'm on the other side of the table, these are some of the attributes I look for in prospective candidates.

Without a doubt what I enjoyed the most about my time with ATVN was the people. Some of my closest friendships were cemented during long hours in the editing bays. ATVN represents all the things I love about being a Trojan.

Save the Date!

**Annenberg TV News 10-Year Reunion
December 5, 2008**

E-mail atvnep@usc.edu
or join "ATVN Alumni" on Facebook for more.

ALUMNI NOTES

JOYCE LABOSSIÈRE SHAW (B.A. Journalism '74) is vice president of corporate communications at Qualis Health in Seattle, Wash.

LAURINDA KEYS LONG (B.A. Journalism '73) won a landmark judgment in labor court in New Delhi, India. This judgment extends protections provided under India's labor laws to foreign correspondents and other individuals.

K.T. CONNOR (Ph.D. Communication '75) has been elected VP for Business Applications for the Robert S. Hartman Institute. He is also managing director of the Center for Applied Axiometrics, a network of consultants using Hartman-based measures of decision-making and judgment for selection, development, team building and succession planning in organizations worldwide.

THOMAS GASKILL (B.A. Communications Arts & Sciences '82) has been named vice president and executive director of the Military Growth Task Force, a 13-county economic development group based in Kinston, N.C., that will help the North Carolina Eastern Region manage growth associated with an expected military buildup in the area.

DIANE SCHRADER (B.A. Broadcast Journalism and Sociology '82) has joined the USC Policy Development and Communication department as communications manager. She will provide communications support for both the USC Health Sciences and University Park programs.

ALRETHA THOMAS (B.A. Broadcast Journalism '82) wrote a play, "Sacrificing Simone," that was performed at Stage 52 in Los Angeles. The Los Angeles Times called it "an inspirational crowd pleaser." She also wrote the NAACP Award-winning play "Civil Rites."

KAREN CROUSE (B.A. Sports Information '84, M.A. Print Journalism '03), a *New York Times* reporter and former USC swimmer, reported extensively on Olympic swimming competitions for the *Times* in print and online. In one of her first blog posts, she relayed the story of how she first became a sportswriter, interviewing one of her swimming idols for an eighth-grade English assignment. After the swimmer told a local reporter how Crouse's interview helped him win his competition, Crouse recalled, "I couldn't believe that something I had written could positively impact a person's life like that. It was like being struck by lightning."

New Lecture Series on Latin American Arts and Culture

USC Annenberg is pleased to announce the creation of the Distinguished Lecture Series in Latin American Arts and Culture, a series of lectures, conversations and performances that will bring acclaimed Latin American artists and thinkers to USC. **JULIETA VENEGAS**, a Mexican singer, instrumentalist and songwriter with an eclectic sound, will present the inaugural lecture on February 12.

With seed funding provided anonymously by the parents of an undergraduate broadcast journalism student, the series will explore the impact of globalization on world culture. The featured artists and speakers will be leaders in their fields and recognized innovators on both globally and locally. The lecturers will be invited to spend a day at USC Annenberg meeting with students and talking to local high school students.

Communication professor **JOSH KUN**, who serves as director of the lecture program, notes, "This thought-provoking series will both draw upon the strengths and underscore USC Annenberg's strong commitment to exploring the worldwide shift toward a new, intensified focus on the economics of culture."

The first four lectures in this series have been funded; however, USC Annenberg is seeking additional gifts to underwrite future lectures. Interested donors should contact Josh Larsen, associate director of development, at joshuala@usc.edu or (213) 821-1660.



ROGER SMITH (B.A. Journalism '71) has been appointed national editor of the *Los Angeles Times*, effective Nov. 10. He

previously served as senior projects editor of the paper, in charge of Column One stories from Metro, Business, Calendar and Sports for the last seven years. During his tenure in that position he handled such notable projects as the 2002 Pulitzer Prize-winning series on the flaws in the Harrier jet and David Willman's Pulitzer-winning story in 2000 on seven deadly drugs approved by the FDA. He previously was deputy national editor of the *Times* and directed the national political desks in 1988 and 1992. Roger was one of the first editors to embrace the drive to improve latimes.com, and has helped boost Web add-ons for Column One and other projects.



JONATHAN ABRAMS (B.A. Print Journalism '05) has been hired by *The New York Times*,

where he first covered pro football and now joins Howard Beck in covering pro basketball. He previously worked as a metro reporter with the *Los Angeles Times*, where he covered the L.A. Clippers.

CARLY SEGAL (B.A. Broadcast Journalism '05) is a program coordinator for the television newsmagazine "Dateline" at NBC/Peacock Productions.

KATHERINE DAVIS (M.A. Communication Management '06) has joined GroundFloor Media as senior public relations manager, following five years as a consultant and staff member for three United Nations agencies leading international efforts to eradicate poverty and hunger in developing countries.

LAUREN MARIE POZEN (B.A. Broadcast Journalism '06) has accepted an anchor position with KIMO-TV, the ABC affiliate in Anchorage, Alaska. She will be anchoring the primetime newscast at 6 p.m.

ALI JAWAD KERMAI (B.A. Broadcast Journalism '07) is writing, shooting and editing for NBC's Channel One.

KATIE RIESE (B.A. Broadcast Journalism/M.A. Online Journalism '08) accepted a producing job at Northwest Cable Network in Seattle, Wash. She will produce the 4 a.m. and 6 a.m. newscasts.



BEN SAND (M.A. Broadcast Journalism '04) has been appointed to the public diplomacy track of the U.S. Foreign Service.

He and his wife will report to their first diplomatic posts this November in Beijing. While at USC, Ben was named USC Annenberg's outstanding broadcast journalism graduate student. Following his graduation he worked at Voice of America in Hong Kong, Beijing and Jerusalem before being named bureau chief in Islamabad, where he covered Pakistan for two and a half years.

SONA BALANIAN ILIFFE-MOON (M.A. Strategic Public Relations '05) has been promoted to media relations supervisor in the corporate communications department at Toyota Motor Sales USA, where she is responsible for media relations and general business news PR activities.

USC Annenberg goes for the gold in Beijing

Both on the air and on the competition field, USC Annenberg was represented well at the Beijing Summer Olympic Games. Among the stars:

- Communication major **REBECCA SONI** (pictured) earned three medals in Beijing, including a gold medal in her world-record-breaking performance in the 200-meter breaststroke. With rival and previous record holder **LEISEL JONES** of Australia close behind for most of the race, Soni pulled away for good on the fourth and final length, ultimately beating Jones by nearly two seconds. She also earned a silver medal, placing behind Jones, in the 100-meter breaststroke and a second silver medal as a member of the U.S. 4x100-meter medley relay team.
- **DAVID NEAL** (B.A. Journalism '78) is executive producer of NBC Sports and served as executive vice president for NBC Olympics. He helped a number of USC Annenberg journalism students obtain internships working in Beijing. Alumna **LINDSAY SOTO** (B.A. Broadcast Journalism '98) worked for Neal as an NBC reporter.
- **BIBIANA CANDELAS** (B.A. Communication '06) competed for Mexico in beach volleyball.
- **BLYTHE HARTLEY** (B.A. Communication '06) was a member of Canada's diving team, placing fourth in the three-meter springboard competition.
- **SOFIA KONOUKH** (B.A. Communication '04) swam with her teammates on the Russian women's water polo team.
- **LISA LESLIE** (B.A. Communication Arts & Sciences '97) won gold as a member of the United States women's basketball team.
- **MARK WARKENTIN** (B.A. Communication '03) swam the equivalent of more than six miles in less than two hours as the sole member of the U.S. men's open water swimming team.





TOM WALDMAN (M.A. Journalism '81) is chief of staff for LAUSD board member Tamar Galatzan. His most recently

published book, *Not Much Left: The Fate of Liberalism in America* (UC Press), is a collection of political stories through interviews with Southern California politicians.

ALBERT LOPEZ (B.A. Public Relations '86) has been appointed vice president of strategic communications at Ticketmaster, where he directs media relations, integrated communications and digital messaging. He previously served as corporate director of strategic communications for Harrah's Entertainment and was global director of uberMedia with Motorola.

ROGER SCHULTZ (B.A. Broadcast Journalism '86, M.A. Communication Management '91) has been named president/superintendent of Mount San Jacinto College in California, following his service as vice president of student services. He is currently a Ph.D. candidate at Capella University.

SHANNON CAPPS (B.A. Broadcast Journalism '87) has published his debut novel, *Salmon Run* (Inkwater Press).



PETER SEGAL (B.A. Broadcast Journalism & English '84) directed the film *Get Smart*. His previous directoral credits

include *Naked Gun 33-1/3*, *The Longest Yard* and *50 First Dates*.

VICKIE LINS (M.A. Communication Management '90) was named one of the "Top 100 Under 50 Diverse Executive Leaders" by *Diversity MBA* magazine. Earlier this year she was promoted to senior vice president of marketing and communications for Comcast Spotlight, the advertising sales division of Comcast Cable.

TAHSIN SAMIR SHAMMA (M.A. Communication Management '02) is a senior systems developer for Ipswitch in Lexington, Ky.

PRIYA AHUJA (M.A. Communication Management '03) works for Infosys in Fremont, Calif., identifying strategic outsourcing opportunities that help clients leverage the benefits of cost arbitrage, process efficiency, global delivery and technological transformation. She previously worked at Sony Pictures Home Entertainment in research and analytics; at the nonprofit organization Pratham as development manager; and at JWT, Saatchi and Deutsch in global advertising.

ESME BERMUDEZ (B.A. Print Journalism '03) has been appointed as a metro editor on the California desk at the *Los Angeles Times*. She previously worked at *The Oregonian*, where she was a Livingston Award finalist.



ALICIA QUARLES (B.A. Broadcast Journalism '02) has been named editor for national entertainment

video at the Associated Press. She will be based in New York and will direct AP's entertainment video coverage in the United States.

MARAM CANAWATI (B.A. Communication '03) is an event coordinator at Gourmet Celebrations, a full-service catering and event planning company in Los Angeles.

KIM CALVERT (B.A. Print Journalism '04) has co-founded Singular Communications, which produces *Singular* magazine, in partnership with financier David Wright. As editorial director of this lifestyle magazine she is responsible for editorial content, securing high-profile contributors and setting and maintaining the tone for the magazine.

GARY BAUM (B.A. Print Journalism '05) has been promoted to senior editor at *Angeleno* magazine in Los Angeles.

Ph.D. alumni placements span the globe

Graduates of USC Annenberg's doctoral program in communication have a track record of scholarly employment at leading institutions around the world.

In 2007–08, 14 graduating Ph.D. students secured faculty placements:

Arul Chib (2007), Nanyang Technological University
Peter Chow-White (2007), Simon Fraser University
Carlos Godoy (2007), Rensselaer Polytechnic Institute
Jeffrey A. Hall (2007), University of Kansas
Craig Hayden (2007), American University
Seung-A Jin (2007), Boston College
Younbo Jung (2007), Nanyang Technological University
Seungyoon Lee (2008), Purdue University
Hongmei Li (2007), Georgia State University

Ying Li (2007), University of Macau
Zoltan Majdik (2008), North Dakota State University
Namkee Park (2007), University of Oklahoma
Carrie Anne Platt (2008), North Dakota State University
Aram Sinnreich (2007), New York University
Hayeun Song (2008), University of Wisconsin, Milwaukee
Lu Tang (2007), University of Tennessee, Knoxville

ALUMNI NOTES

IN MEMORIAM

LIONEL VAN DEERLIN (B.A. Journalism '37) died in May at his home in San Diego at the age of 93. He was a liberal Democrat from southern San Diego who served nine terms in Congress from 1963 to 1981. During his career as a legislator he helped to launch C-SPAN. Before being elected to Congress he served as news director for San Diego radio and television stations and taught communications at San Diego State, which has an endowed chair in his name. While at USC, Mr. Van Deerlin was editor of the *Daily Trojan*. During World War II he served in the Army as a staff member of *Stars and Stripes* in the Mediterranean. After his political career ended he began writing a syndicated column for San Diego newspapers. He is survived by five children and four grandchildren.

GEORGE LASEZKAY (B.A. Journalism '54) died in January at the Veterans Affairs Medical Center in Buffalo, N.Y., at the age of 87. Born in Johnstown, Pa., he joined the U.S. Navy after graduating from high school. He was aboard the USS Detroit during the attack on Pearl Harbor in 1941, and the USS Frankfort off Omaha Beach during the 1944 D-Day invasion of France. After the war he attended the University of Buffalo and USC before returning to Buffalo, where he worked as an industrial copywriter and account executive for local advertising firms. He became group advertising manager of Carborundum Co. in Niagara Falls, N.Y., and retired in 1981. He is survived by his wife, Phyllis, and his son, George.

JAMES SILKNITTER (B.A. Journalism '55) died peacefully at home on February 12 at the age of 75, following a long battle with cancer. During his service in the U.S. Army, he was Korean Bureau Chief for *Stars and Stripes*. He joined Douglas Aircraft Co. in 1958 and then joined McDonnell Douglas Corp. as a technical writer/editor. He is survived by his partner, Paul Diego of Long Beach, and many close friends and family. Memorial gifts in his name may be made to the Steel Magnolias at the Stramski Center, 6917 E. Bacarro St., Long Beach, Calif., 90815.

CHRISTOPHER BENAVIDES (B.A. Communication '83) died on April 11 at the age of 47. Known as "Mr. B" to his students, he was an educator with the Palm Beach (Fla.) School District for 18 years and



CHRISTIAN EWELL (Print Journalism '97) died at the age of 33 on May 10 in Kansas City, Mo., following a battle with

recurrent brain cancer. He joined *The Baltimore Sun* in 1997, working as a sportswriter and news reporter in Baltimore and in Howard County. During his undergraduate studies at USC Annenberg, he became sports editor of the *Daily Trojan*. Chris was selected as a Chips Quinn scholar in a prestigious national program for young minority journalists, which led to work as a general assignment and sports reporter at the *Philadelphia Daily News*. He was active in the Baltimore-Washington Newspaper Guild and tutored children for Reading by 9, a childhood literacy program. He is survived by his mother, Delores Ewell of Kansas City; his father, Billy Ray Ewell of Naperville, Ill.; and brother Henri Ewell of Kansas City.

was an adjunct professor at Lynn University in Boca Raton. He was named the *USA Today* "Teacher of the Year" and the "Hispanic Educator of the Year." He graduated from USC and earned an M.A. in education from Florida Atlantic University. After his lengthy career, he left the classroom to become a resource teacher in the school district's Professional Development Department. He also taught English language and citizenship to migrant workers at Our Lady Queen of Peace Church in Delray Beach. He is survived by his partner of 21 years, Asa Hoff, of Boca Raton; his mother, Nancy Benavides; brothers Henry and Elvis; and sisters Dorothy Bixler and Sophia Fisher. The family requests that memorial donations be made to Our Lady Queen of Peace Church in Delray Beach; the Lymphoma Cancer Foundation, 115 Broadway, 13th Floor, New York, N.Y. 10006; or any other charity.

BEVERLY MISCHER (Ph.D. Communication Arts & Sciences '89) died at home in Pacific Palisades on May 30. She earned a bachelor's degree from Texas Lutheran College in Seguin, Texas, where she met her husband, Don Mischer. They traveled the world together, living in Saudi Arabia for a year before returning to Washington, D.C., after which they moved to New York City. They moved to Pacific Palisades, Calif., in 1977, where they raised two daughters. After earning her Ph.D. at USC Annenberg, she taught communications at Loyola Marymount University.

COURTNEY ROSE (B.A. Communication Arts and Sciences '94) passed away on June 2. She was a talented tennis player at USC, earning letters in each of her four years. She was ranked fifth in singles in the U.S. junior tennis league. After graduation she joined her father at the Earnest Paper Products Company and earlier in the year received a company award for high volume sales. For many years she had suffered from several autoimmune diseases. She is survived by her parents, Marty and Lucy Rose; her sister, Carie Anne Baron, and brother-in-law Alain Baron; and nieces Jessica and Sarah.

ROBERT NOVICK, who taught a graduate course in public relations research methods at USC Annenberg, died on June 23. He trained as a research psychologist and taught psychology at New York State University at Oswego. He gained on-the-job expertise in marketing research at General Foods, was executive vice president at BAI Research and senior vice president at Doyle Dane Bernbach Advertising, after which he founded Impulse Research in Los Angeles. He was an innovator in the use of online survey research methods. He is survived by his wife, Varda Ullman Novick; stepchildren Andrea Ogarrio, Richard Ullman and Michael Ullman and stepgrandson Matthew Ullman; brother Sheldon Novick; niece Melia Benussen; and nephew Michael Clinton Novick.

Annenberg Agenda

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Annenberg Agenda is the newsletter of the USC Annenberg School for Communication. We welcome your feedback. Send your comments to BOEKELHE@USC.EDU.

For more information, visit ANNENBERG.USC.EDU.

The University of Southern California admits students of any race, color, and national or ethnic origin.

ELECTION 2008: USC Annenberg joins the excitement at political conventions

USC Annenberg sent two teams of participants to join in the pomp and circumstance of the Democratic and Republican national conventions this summer – one group to take part, and one to cover the activity.

USC Annenberg's Center on Communication Leadership, directed by USC University Professor **GEOFFREY COWAN**, and the online newspaper POLITICO co-hosted a panel discussion at each gathering on the topic of "Politics & the Media: Bridging the Political Divide in the 2008 Elections."

Each event's panel of experts examined the topic in a different light. At the Democratic convention

in Denver, speakers discussed the habit of Washington politicians of leaving town on weekends, dissolving interpersonal ties that used to serve as the glue holding the system together. In St. Paul, commenters at the Republican convention addressed the ability of pajama-wearing bloggers to impact the political landscape.

Outside the panels' auditoriums, readers could get up-to-the-minute updates on life at the conventions on PopandPolitics.com, USC Annenberg's



University professor Geoffrey Cowan, right, moderates a panel discussion at the Democratic National Convention.

online news outlet. Graduate journalism students **CHRIS NELSON**, **BROOKE-SIDNEY GAVINS** and **MAX ZIMBERT** and undergraduate **TOREY VAN OOT** covered the Democratic convention, and interim managing editor **TRICIA ROMANO** traveled to St. Paul.

The PopandPolitics.com team was one of about 120 credentialed blogs covering the Democratic convention. Romano attended events in St. Paul as an uncredentialed observer.

"This is a great opportunity for our journalists to flex their skills in a number of media," Romano said. "They hit the ground with cameras, video gear and their sharply honed reporting instincts."

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USC Annenberg in San Francisco Nov. 13

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