

# Annenberg Agenda

NEWS FROM THE USC ANNENBERG  
SCHOOL FOR COMMUNICATION  
FALL 2007



## ‘Use the past to understand the present’

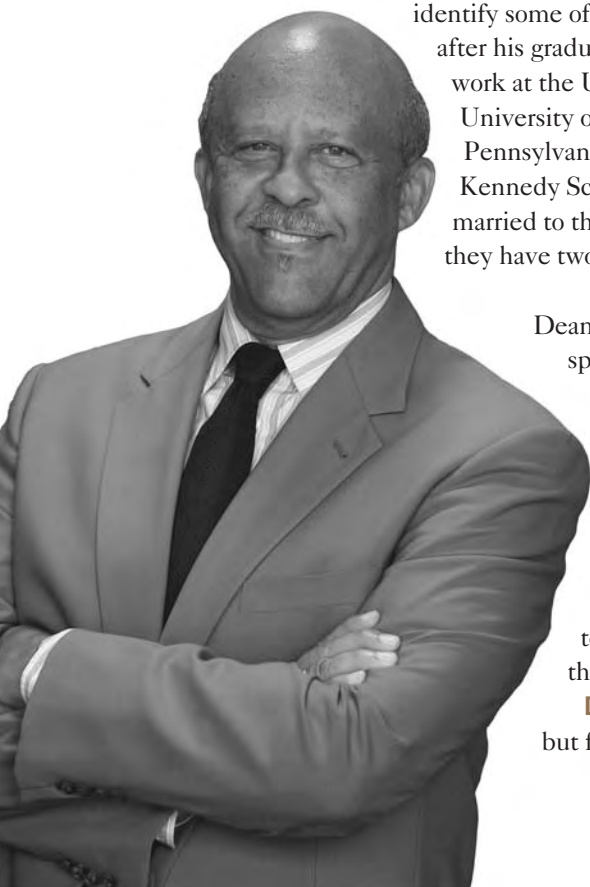
*Thoughts on innovation from Dean Ernest J. Wilson III*

Journalism professor **NORMAN CORWIN** takes on a new role this year as writer-in-residence at USC Annenberg’s School of Journalism. His first assignment: Explore the history, current experiences and future plans of **DEAN ERNEST J. WILSON III**. The following is excerpted from an interview with Dean Wilson.



Norman Corwin

**Norman Corwin:** I’d like to believe there is both poetic and political justice in the fact that two educators closely identified with national policy and American identity in a fractious world bear the same name: Wilson. The first was president of an Ivy League university before he became president of the United States; the second is a man so deeply integrated in the sociopolitical education and fabric of the country that he must be regarded as a walking encyclopedia of modern academia. On his way to the deanship of the USC Annenberg School for Communication, he has served with rousing distinction in myriad capacities. Allow me to identify some of the seats of learning he has occupied after his graduation from Harvard and post-graduate work at the University of California at Berkeley: The University of Maryland. The University of Pennsylvania. The University of Michigan and the Kennedy School of Government at Harvard. He is married to the historian Francille Rusan Wilson, and they have two sons.



Dean Wilson, when I first heard you speak last spring, at the exercises seating former dean Geoffrey Cowan in the new Annenberg Family Chair in Communication Leadership, you were brisk, and sunny, and I wanted to hear more. You have succeeded a highly innovative dean whose programs and the energies lavished upon them must be challenging to follow. Do you intend to carry forward the brown-bag luncheons?

**Dean Ernest J. Wilson III:** Well, I do, but first I have to say that Geoff Cowan is a

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### Inside:



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## in print



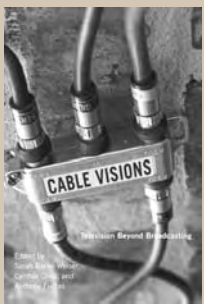
Communication professor **SARAH BANET-WEISER** has two new books out. She is also the author of *The Most Beautiful Girl in the World: Beauty Pageants and National Identity* (University of California Press, 1999).



**Kids Rule!: Nickelodeon and Consumer Citizenship**  
By Sarah Banet-Weiser

Duke University Press, 2007

In *Kids Rule!*, Banet-Weiser examines the Nickelodeon cable network in order to rethink the relationship between children, media, citizenship and consumerism. “*Kids Rule!* is an immensely important and exciting book,” said Angela McRobbie, author of *The Uses of Cultural Studies*, in a quote from the publisher. “Based on meticulous research, with a strong cultural production approach, it is a book that will be widely read by scholars and students alike. It fills a large gap in this terrain of work and it is lively, thorough and brimming with insight and argument.”



**Cable Visions: Television Beyond Broadcasting**  
Edited by Sarah Banet-Weiser, Cynthia Chris and Anthony Freitas

NYU Press, 2007

Banet-Weiser is a co-editor of this volume, which looks beyond broadcasting’s mainstream and toward cable’s alternatives to critically consider the capacity of commercial media to serve the public interest. “Through a series of highly original and carefully researched essays, *Cable Visions* offers a lively and comprehensive survey of the contemporary multichannel television landscape in the United States,” writes William Boddy, author of *New Media and Popular Imagination: Launching Radio, Television and Digital Media in the United States*, in a publisher’s quote.

## On a Diplomatic Mission to Higher Education



**ANNE CHERMAK**, Minister Counselor for Public Affairs at the U.S. Embassy in Berlin and chair of the German-American Fulbright Commission, joins the USC Center on Public Diplomacy at the Annenberg School for the 2007–08 term as public diplomat-in-residence. She follows **STEPHEN SECHE**, who now serves as U.S. Ambassador to Yemen (see page 9).

Since joining the U.S. Foreign Service in 1975, Chermak has served for more than 30 years in six countries: Spain, the former Yugoslavia, Italy, Bulgaria, Germany and Russia. Her regional specialty is Eastern Europe.

Chermak will be teaching Global Issues in Public Diplomacy in the fall semester and Regional Public Diplomacy: Eastern Europe in the spring.



University professor **GEOFFREY COWAN** (right), director of the USC Annenberg Center on Communication Leadership, joins Los Angeles Mayor **ANTONIO VILLARAIGOSA**, California Governor **ARNOLD SCHWARZENEGGER**, and New York Mayor **MIKE BLOOMBERG** at a Center-sponsored conference in June. The conference, titled “Ceasefire! Bridging the Political Divide,” brought together academics, journalists, philanthropists and politicians from both major political parties to discuss ways to bring a stop to excessive partisanship in national politics. Other conference speakers included Arizona Governor Janet Napolitano, Kansas Governor Kathleen Sibelius and Wallis Annenberg. For more coverage, visit [WWW.BRIDGINGTHEPOLITICALDIVIDE.ORG](http://WWW.BRIDGINGTHEPOLITICALDIVIDE.ORG)



**REP. JOHN TANNER** (D-Tenn) introduces *The Redistricting Game* during its Capitol Hill premiere on June 13. The online application, co-designed by communication professor **DOUGLAS THOMAS**, seeks to educate and motivate the public to take action against “gerrymandering.” The Washington, D.C., event garnered coverage in *The New York Times*, *The Washington Post*, *National Public Radio*, *CNN* and other news outlets. Play *The Redistricting Game* online at [WWW.REDISTRICTINGGAME.COM](http://WWW.REDISTRICTINGGAME.COM).

## Hartford Courant wins 2007 Selden Ring Award



**LISA CHEDEKEL** and **MATTHEW KAUFFMAN** of the *Hartford Courant* won the 2007 Selden Ring Award for Investigative Reporting for their series exposing the U.S. military’s recruitment and deployment of mentally ill soldiers in the war in Iraq.

The \$35,000 annual prize, presented by USC Annenberg’s School of Journalism, recognizes the year’s outstanding work in investigative journalism that led to direct action to address a societal problem.

In their citation, the judges wrote, “As a result of the *Courant*’s reporting, Congress has mandated new mental health screening for recruits and set limits on how long troubled soldiers can be required to stay in a war zone.”

## Cronkite Awards highlight political television coverage

Television political reporters from around the country earned recognition for their work with the 2007 Walter Cronkite Award for Excellence in Television Political Journalism, given every two years by USC Annenberg’s Norman Lear Center.



Honoring exceptional reporting on politics and elections, the awards were distributed among 10 stations or network groups and six individuals. ABC News reporter **BRIAN ROSS** (pictured) and the ABC News Investigative Unit received the first Special Achievement Award, for their work on breaking the Mark Foley congressional page scandal, and Hearst-Argyle Television won its fourth consecutive award for its “inspiring” countrywide political coverage.

**LOCAL BROADCAST STATION**  
KING, Seattle  
WBAL, Baltimore

**LOCAL PUBLIC STATION, LARGE MARKET**  
WGBH, Boston

**INDIVIDUAL ACHIEVEMENT AT A LOCAL STATION**

Greg Fox, WESH,  
Winter Park, Fla.

Bill Hormann, WTVG,  
Toledo, Ohio

Robert Mak (reporter) and  
Mike Cate (producer),  
KING, Seattle

Ben Simmoneau (reporter)  
and Dan Maddox  
(photographer/editor),  
WGAL, Lancaster, Penn.

**LOCAL PUBLIC STATION, SMALL MARKET**

Wisconsin Public Television

**LARGE STATION GROUP**  
NBC Television Stations  
Division

**SMALL STATION GROUP**  
Hearst-Argyle Television

**NATIONAL NETWORK PROGRAM**  
ABC News’ “This Week With  
George Stephanopoulos”

**LOCAL CABLE STATION, LARGE MARKET**

New England Cable News

**LOCAL CABLE STATION, SMALL MARKET**

News 8, Austin, Texas

**SPECIAL ACHIEVEMENT**

ABC News’ Brian Ross  
and the ABC News  
Investigative Unit  
*For breaking the Mark Foley  
congressional page scandal*

## Leading scholars and researchers in sociology, public diplomacy and journalism join faculty

### In Communication



**HERMAN GRAY**, Ph.D., former chair of the Department of Sociology at the University of California, Santa Cruz, joins the faculty as a professor of communication and sociology. A highly regarded scholar, he is a widely published author in the areas of cultural studies, television studies and the sociology of culture. His most recent book, *Cultural Moves: African-Americans and the Politics of Representation*, examines television, black popular culture, jazz and the role of culture and representation in the attainment of political power and social recognition. Professor Gray's current research interests focus on cultural

struggles for media visibility and recognition in African-American struggles for social equality.



**ROSA LINDA FREGOSO**, Ph.D., former chair of the Department of Latin American & Latino Studies at the University of California, Santa Cruz, joins the faculty as a professor of communication in a joint appointment with the USC School of Cinematic Arts, which will be her home department, and USC College's American Studies and Ethnicity Department. Her research focuses on theories of representation, cultural studies,

human rights, violence studies, media and cinema.



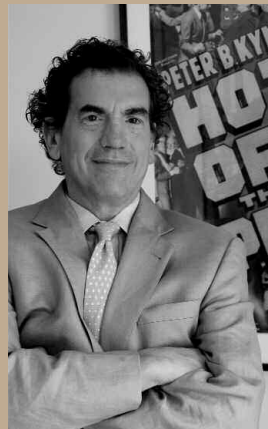
**DMITRI WILLIAMS**, Ph.D., joins the faculty as an assistant professor of communication. Previously, Williams was an assistant professor in the speech communication department at the University of Illinois at Urbana-Champaign. His research and teaching focuses on the social and economic impacts of new media with particular emphasis on video games and the Internet. Williams will play a central role in the ongoing development of the Charles Annenberg Weingarten Program on Online Communities.

### In Journalism



**PHILIP SEIB**, J.D., formerly the Lucius W. Nieman Professor of Journalism at Marquette University, joins the faculty as a professor of journalism and public diplomacy. His current work focuses on the relationship between the news media and foreign policy. He is the co-editor of a new peer-reviewed journal, *Media, War and Conflict*, and the author or editor of 17 books, including *Headline Diplomacy: How News Coverage Affects Foreign Policy*; *The Global Journalist: News and Conscience in a*

*World of Conflict*; *Broadcasts From the Blitz: How Edward R. Murrow Helped Lead America Into War*, and *Beyond the Front Lines: How the News Media Cover a World Shaped by War*. His next book, *The Al Jazeera Effect*, will be published in 2008.



**ROBERTO SURO**, former director of the Pew Hispanic Center in Washington, D.C., joins the faculty as a professor of journalism. Under Suro's leadership, the Center, which began as a USC Annenberg project, has become a respected and widely cited source of information about immigration and the impact of the growing Hispanic population on communities across the country. Before founding the Pew Hispanic Center in 2001, Suro enjoyed a distinguished career as a journalist. He was a correspondent for *Time* magazine in the Middle East; bureau chief for

*The New York Times* in both Houston and Rome; and deputy national editor and staff writer for *The Washington Post*. He is the author of *Strangers Among Us: Latino Lives in a Changing America*.

## Johnson Center to offer scholarships and support for research on African-American issues in the media

The world's top African-American publishing company has pledged \$2.5 million to create an innovative new program to support young journalism, communication and public relations students at USC Annenberg.

Established by **LINDA JOHNSON RICE**, president and chief executive officer of Johnson Publishing Company, which publishes *Ebony* and *Jet* magazines, the new Johnson Communication Leadership Center will have at its core an undergraduate scholarship program – the first at the school to focus on the specific interests of the African-American community. Recipients will be selected for the need-blind program based on academic excellence, demonstrated leadership and a strong interest and involvement in issues related to African-Americans in the fields of journalism, communication and public relations. Johnson Scholars will have numerous enrichment experiences designed specifically for them, including seminars, mentorships and internships, participation in faculty research projects, and travel to meet with media and policy leaders.



*Linda Johnson Rice (left), president and CEO of Johnson Publishing Company, with Johnson Scholars Anita Little and Leigh Lockhart and USC Annenberg Dean Ernest J. Wilson III.*

### **Johnson Scholars will benefit from mentorships and internships and travel to meet with media and policy leaders.**


“Johnson Publishing Company is excited to fund this new initiative at USC. The scholarships as well as the extensive exposure to mentorship, research and travel are innovative ways to support the African-American perspective in the journalism and communication fields,” said Rice, a USC trustee, member of the USC Annenberg Board of Councilors and an alumna of the school.

The inaugural Johnson Scholars are **ANITA LITTLE**, a print journalism major from Fort Worth, Texas, and **LEIGH LOCKHART**, a communication major from North Hollywood, Calif. Little said she chose USC Annenberg because it is “one of the best

communications schools in the country.” In particular, she is looking forward to the opportunity to work more closely with senior faculty.

Lockhart said, “Without this scholarship, I probably wouldn’t be at the school. I feel like I’m taking the right steps toward my career and future. The mentorship component of the Johnson Scholars program will be incredible.”

In addition to the Johnson Scholarships, the center will engage in significant scholarly activities designed to advance knowledge on the role of African-Americans in the media, such as the composition of the newsroom or the depiction of blacks on screen or in the press. Research will be conducted by USC Annenberg faculty as well as by fellows of the Johnson Leadership Center. Each year, the center will invite a select group of industry leaders and/or top scholars to serve as fellows.

“We are deeply grateful for the vision and generosity of Linda Johnson Rice in creating this pioneering center,” said **DEAN ERNEST J. WILSON III**. “The Johnson Scholarships will allow USC Annenberg to continue to attract outstanding students as we develop the next generation of media leaders prepared to shape the future of journalism, communication and public relations.” 

# Critics or ‘crickets’?

*The state of criticism in a blockbuster world*



The following is excerpted from “Critics or ‘Crickets’?”, the keynote speech given by **JOHN LAHR**, theater critic for *The New Yorker*, at USC Annenberg’s 2007 NEA Arts Journalism Institute in Theater and Musical Theater.

Criticism, in its essence, is a performance. So I’ve decided to stand before you tonight – God’s answer to the peacock – and try to riff on this weird little adjunct of literature that I practice. H.L. Mencken called criticism one of the “lesser arts”; I call it the literary equivalent of enameling.

## Spotlight

When we say “critic,” we usually mean “reviewer.” But I insist, nonetheless, on the distinction. In America now – it was ever thus – there is hardly any drama *criticism*. There is mostly only drama *reviewing* – opinion written by people who largely have enthusiasm unmodified by deep knowledge.

Most of the people dishing out judgment have no working experience of the theater; have not written a professional play, a sketch or even a joke; have never worked in a theater, never taken an acting class or published any extended piece of work of any kind. They are creative virgins. Everything they know about theater is book-learned and second-hand. These are the “crickets.”

Now, newspaper management, it seems to me, has a lot to answer for. No head of a newspaper would ever hire an editor who hadn’t laid hand on copy. But with theater they insist on a sort of glass wall between the critic and the theater world. So that there can be no claim to vested interest, the critic must not fraternize, befriend, associate, collaborate or involve himself in any way with the beat he reports. This not only insults the notion of intellectual integrity, it dooms the drama critic to ignorance. His opinion may be right; he just has no way to know why it is right.

Criticism treats the play as a metaphor, interprets it and puts in a larger historical, psychological and theatrical context. Reviewing is mostly the context of no context. Reviewing assumes the plot is the play; criticism knows that the plot is not the play, but a conversation about a complex series of historical and psychological issues. The job of the critic is to reciprocate and extend the conversation, to explore the play and link it to the world.

***Most of the people dishing out judgment have no working experience of the theater. Everything they know about theater is book-learned and second-hand. These are the ‘crickets.’***

The drama of the reviewer is the drama of the marketplace. Is it a hit? Will it make money? Is it something I as a reader want to pay to see? Is there a quote for the ad?

When he has judged, the “cricket” has done his job. This does not require, in its essence, a sense of narrative style. It requires narrative formula. It turns criticism into an extension of advertising. It does not require a vocabulary – in fact, a precise discriminating use of the English language is not even desired. Producers don’t even consider it writing; they change the words at will to make the quote what they want. They actually see it as a piece of advertising. As such, no metaphor is too mixed for the paying customer or for a billboard. My favorite: “an avalanche of hilarity.”

The reviewer, who by definition must work fast, does not have a voice; he has more or less the same declarative sound: “I urge

you to see it.” “Not to be missed.” Go, go, go, ad nauseam. He doesn’t command a vocabulary, he commands a readership. He’s looking for soundbites, not style. He produces adjectives – let’s face it – not sentences.


Reduced to its simplest, most elemental, it’s not even language. Frequently, in print media these days, it’s a series of graphic signs that replace words or make them unnecessary – “three stars” or “two thumbs up.” Given the hyperbolic inflation and inaccuracy of the reviewer’s idiom, it’s probably “12 thumbs up.”

A critic has a point of view. If he’s good, as Mencken points out, his purest impulse is not to reform or to scourge but “to make an articulate noise in the world.” The critic, like any artist, has something he needs to express and he does it through the subject he writes about. He has a personality on the page, a voice.


To write criticism – which is an intellectual entertainment – the critic must have style in order to corrupt an audience with pleasure, to make both himself and his unacceptable ideas irresistible. This means to have a command of vocabulary, syntax and rhythm is essential. Like Duke Ellington says: “It don’t mean a thing if it ain’t got that swing.”

Mencken, I think, for me, said it the best:

“Let us forget all the heavy effort to make a science out of it: it is a fine art or nothing. If the critic produces a piece of writing that shows sound structure, and brilliant color, and the flash of new and persuasive ideas, and civilized manners, and the charm of an uncommon personality, then he has given something to the world that is worth having.”

I say: So be it. 

**For more...**  
 Learn about the NEA Arts Journalism  
 Institute in Theater and Musical Theater  
[ANNENBERG.USC.EDU/NEA](http://ANNENBERG.USC.EDU/NEA)



## student news

### Two young alumni journey overseas with Fulbright Scholarships



USC Annenberg graduates **ZAIN SHAUK** (B.A. Print Journalism '07, left) and **DIANA LIN** (B.A. Communication and Creative Writing '07) will continue their studies for another year as Fulbright Scholars.

Shauk will travel to Jordan to study the kingdom’s use of the media to build national identity. Lin’s studies will take her to China, where she will study

the evolution of written Chinese and the effects of these changes on Chinese expatriates.

“I’m hoping mainly to gain a greater understanding of a culture and a people that I am so disconnected from as a student in Los Angeles,” said Shauk, who has held internships with *Sports Illustrated* in New York and FOXSports.com in Los Angeles. “My goal is to gain enough from my experience that I’d be able to work as a journalist in the region.”

Nine USC students earned Fulbright Scholarships in 2007, setting a USC record.

### Three freshmen awarded Cowan Endowed Scholarships

Three freshmen are the inaugural recipients of Geoffrey Cowan Endowed Scholarships.

**TAYLOR ANN FRIEDMAN**, a print journalism major from Valencia, Calif.; **JENNIFER DRIESSEN**, a public relations major from Menasha, Wis.; and **STEPHEN MAKINO**, a communication major from Indonesia, were selected for the award.

Established as a tribute to former dean Geoffrey Cowan (pictured) and his contributions to the USC Annenberg School, the awards honor community service and equal opportunity in USC Annenberg’s student body. Since its inception in the spring of 2007, the Geoffrey Cowan Endowed Scholarship Fund has raised more than \$750,000.



### Grad student Cunningham wins Buchwald Prize

**KIMBERLY CUNNINGHAM** (M.A., Print Journalism '07) won the 2007 Art Buchwald Scholarship at a ceremony in memory of Buchwald, who passed away in January 2007.

Kimberly’s essay, “The Starbucks Drip,” describes her consternation at a coffee stain that seems to appear out of thin air. “This only seems to happen when I’m trying to look really nice, when I don’t have a napkin, or when I’m trying really, really hard not to spill on myself,” she wrote.

The winner of the award, named after the Pulitzer Prize-winning columnist and USC Annenberg alumnus, should be, according to Buchwald, “anti-establishment and contemptuous of the scholarship he or she is receiving....If the person is on probation for something that he or she wrote, that should be considered a plus.” To read the essay, visit [ANNENBERG.USC.EDU/BUCHWALD](http://ANNENBERG.USC.EDU/BUCHWALD).



# The greatest generation, then and now

## *Students and colleagues celebrate the career of Ed Guthman*

USC Annenberg celebrated the career of journalism professor and Pulitzer Prize-winning reporter and editor **EDWIN O. GUTHMAN**. Among the attendees marking the occasion at a ceremony at USC Annenberg in March were author and newscaster **TOM BROKAW** and journalism professor **RICHARD REEVES**. Reeves recounts some of his experiences with Guthman in his syndicated column.

I was writing a long profile of Bobby Kennedy for *The New York Times*, and I dropped off the campaign trail to interview his friend and former assistant, Edwin O. Guthman, by then the national editor of the *Los Angeles Times*. I wanted to ask him why he was the only one of the old team who was not dropping everything to help out in what was obviously going to be a Kennedy presidential campaign in 1968.

"Well," he said, "before I knew Bob Kennedy there was a guy named Ed Guthman, used to be a newspaperman. I want to get to know that guy again."

He was and is quite a guy, a Pulitzer Prize winner at *The Seattle Times*, winner of a Silver Star and a Purple Heart as an Army lieutenant in World War II. And that was quite a day, too. My first conversation with Guthman was interrupted by a phone call announcing that his wife, Jo, was in labor. By the time we got to the hospital, Kennedy was there – more important, so was Ed's new daughter, Diane.

Guthman left Los Angeles to become editorial page editor of *The Philadelphia Inquirer*, retiring in 1984. Sort of. He returned to California and became senior lecturer at USC Annenberg. His

retirement ceremony in March – he is 87 years old now – was a celebration of a life well lived. Hundreds of friends, former and current students packed the Annenberg School. The most famous of them was Tom Brokaw, NBC News' anchorman for 22 years.

Brokaw agreed to meet with students before the old men got together to tell stories about how good journalism was in the old days. The Annenberg students asked sharp if predictable questions about the sad state of journalism and the world in general these days. Anna Nicole Smith and all that. Brokaw was having none of it.

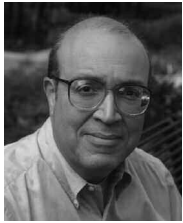
"Journalism and most other important things are much better now," he said at one point. He talked about what it was like for a boy growing up in Yankton, S.D., learning about the world only from the local paper and two television stations. "Today, even in a family of modest means – and ours were very modest – a boy like me would have a computer, bringing him *The New York Times* and the BBC every morning. ... There is more choice in your world, more news, more democracy. ... Almost to the end of my career at NBC, it was, 'We talk, you listen!' Now you have a voice. Use it."

That was the real message of an inspiring day of looking back, for some of us, and looking forward, for students and other young people.

Brokaw's advice was to learn a language and live in another country, another society, for a year, then decide what to do with your life. If Ed Guthman, growing up in world depression, was part of a great generation, today's kids can make theirs even greater. ■



At top, Brokaw (left) and Guthman at Guthman's retirement ceremony in March. In his book *The Greatest Generation*, Brokaw tells the story of how Guthman led the first U.S. Army patrol into Rome in 1944. Bottom left: Guthman and Robert F. Kennedy. Bottom right: Guthman and Harry S. Truman.



Visiting professor and USC Center on Public Diplomacy senior fellow **ADAM CLAYTON POWELL III** is the new vice provost for globalization at USC. Powell will work closely with faculty

and deans to advance the university's globalization initiative. He will continue to expand USC's international presence, increase its leadership role in the Association of Pacific Rim Universities and promote the university throughout the world.

**STEPHEN SECHE**, who served as the 2006–07 U.S. State Department diplomat in residence at the USC Center on Public Diplomacy, will represent the interests of the United States as the next ambassador to Yemen. President Bush made the nomination in May, and the Senate confirmed it in August. Seche has 27 years of Foreign Service experience in Peru, Bolivia, Guatemala, Canada, India and, most recently, as *charge d'affaires* at the U.S. Embassy in Damascus, Syria.



Communication professor **JANET FULK** received the Academy of Management's All-Academy Distinguished Service Award at its annual conference in August. The award, one of four major

honors given at the conference luncheon, recognized Fulk's significant contributions to the field of management.

Communication professors **FRANÇOIS BAR** and **HERNAN GALPERIN** co-edited the Winter 2006 issue of the academic journal *Information Technologies and International Development* (MIT Press). The issue contained five articles – including one that Galperin and Bar co-wrote – that explored the role wireless technologies play in the development of communication infrastructure and services throughout developing regions.



Communication professor **JOSH KUN** spent the month of June in residence at the Ucross Foundation as the recipient of an artist residency fellowship. He spent the time on the

foundation's ranch in Wyoming working on his forthcoming book, *The World Begins Here: American Myths, Mexican Dreams, and the Making of Tijuana*. Since 1981, the Ucross Foundation has awarded roughly 80 residency fellowships every year.



The National Association of Minority Media Executives honored journalism professor **FÉLIX GUTIÉRREZ** with its 2007 Lifetime Achievement Award at its Celebration of Diversity awards banquet on

March 29. The award recognizes "media leaders whose ideas and accomplishments have advanced the cause of diversity in the media business."

In conjunction with his installation as the Annenberg Family Chair in Communication Leadership, **GEOFFREY COWAN** was named a USC University Professor, one of the highest honors on campus. The title acknowledges his multidisciplinary interests and significant accomplishments across a wide range of disciplines. Of the roughly 3,200 members of USC's faculty, Cowan is one of 20 University Professors.



Communication professor **LYNN MILLER** served as an expert for a workshop to advance the Centers for Disease Control and Prevention's Strategic Look at Health e-Games in June. She

also earned a sole-source contract from the Navy's Personnel Research, Studies and Technology division to explore the role of emerging technologies in naval personnel matters.



Communication professor **PETER MONGE** was elected chair of the International Communication Association Fellows for 2007–08 at the annual ICA convention in May. Among other duties,

Monge is responsible for organizing the committee that awards the ICA Fellows Book Award, given annually to a particularly important scholarly contribution to the field of communication. This year the award was given to retired USC Annenberg professor Jim Beniger for his book *The Control Revolution*.

In conjunction with professors at four other departments at USC – political science, psychology, law and business – communication professor **SHEILA MURPHY** is part of a team of recipients of a research grant from USC's Zumberge Research and Innovation Fund. The grant will fund a conference and other activities designed to foster collaboration in both teaching and research into the effects of emotion and cognition on the decision-making process.



Truthdig.com won a Webby Award – regarded as the Oscars of the Internet – in the political blog category. The site, founded by communication professor **ROBERT SCHEER** and

**ZUADE KAUFMAN** (M.A. Print Journalism '05), also won a Webby People's Choice Award in the same category, and was a finalist for best news and political site.

Other Annenberg contributors to the Truthdig team include news editor **KASIA ANDERSON** (Ph.D. candidate), chief podcaster and contributor **JOSHUA SCHEER** (B.A. Communication '03), contributor **LARRY GROSS** (Communication School director), contributor **MARC COOPER** (journalism professor) and contributor **BILL BOYARSKY** (adjunct journalism professor).

# ‘Use the past to understand the present’

*Dean Ernest J. Wilson III on innovation*

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good friend. He truly has been one of the great deans in communications in the country, and he has really brought the school to a remarkable level.

What I hope to do is build on his tremendous level of accomplishment and the accomplishment of our great faculty, and to try some slightly new directions. What I will do with the dean’s luncheons, the round-table, is continue that tradition, but instead of having a variety of different topics, I will use that forum to concentrate on one topic – *innovation*. The challenge to America, the challenge to universities, and especially the challenge to the media is how to achieve sustainable innovation in an environment that seems to be changing every day. I think it’s going to be very exciting.

**NC:** How serious do you rate the comment made by H.G. Wells, years ago, that “civilization is a race between education and catastrophe”?

**EJW:** I think it’s even more relevant today, at least for the United States, for a scary reason: One is that the means of catastrophe have been multiplied, and secondly it seems to me that the commitment to education has been reduced. So we’re moving in wrong directions in some respects there.

**NC:** I am told that you have a legendary sense of humor. And I am afraid you may need that in answering a question that’s bothered me from time to time. It relates to those who denigrate education as useless and something to unlearn. I don’t mean the occasional ignoramus that may rise to power, but instead highly stationed respectables, like Thomas Jefferson and Mark Twain. Some of their remarks are very disturbing.

Here’s Jefferson:

“State a moral case to a ploughman and a professor. The former will decide it as well and often better than the latter, because he has not been led astray by artificial rules.”

And then there’s Alexandre Dumas *fits*:

“How is it that little children are so intelligent, and grown men are so stupid? It must be education that does that.”

And Mark Twain, of all people:

“Education consists, mainly, in what we have unlearned.”

And this from a source I cannot remember:

“College is a place where pebbles are polished and diamonds are dimmed.”

Now, I ask you, Dean: At what targets were these shafts at education aimed? It cannot be the study of medicine, law,



*At top, Dean Wilson with his leadership team: Communication School director Larry Gross (left) and Journalism School director Michael Parks. Below, Dean Wilson greets new communication graduate students at a reception in September.*

architecture, business. I believe it’s at the humanities. Do you agree with my identification of the main target of those critical attacks?

**EJW:** Well, I think those attacks are aimed not so much at any given field but the problem of atrophy and calcification that occurs in the disciplines in the face of tremendous change taking place in the environment around them. Now it is certainly the case that there are verities and there are commitments and ethics that are timeless. One could go back to Plato’s *Republic* to see these verities, or the Bible, or other works of great literature and great belief.

I think the challenge in all disciplines, whether it’s sociology or political science or law or medicine, is that they sometimes enshrine what they claim to be learning but merely are outmoded rules governing the way we should know the world. And when the world changes from time to time, sometimes scholars are faced with a choice: Shall I try to shed more light on the way the world is changing, or shall I stick with my discipline? I think too often the choice is to stick with the familiar discipline rather than to be innovative and open, and use the tools of the past to understand the present.

So, Mr. Corwin, all of our disciplines run this risk, and this is why we should try to find ways to mix the sciences and the humanities and history in ways that will allow us to retain the best of the past but also be aware and sensitive to these dramatic changes that are taking place around us.

**NC:** Thanks to the clarity of your answer, I'm going to sleep better tonight.

**EJW:** I appreciate that.

**NC:** One of the areas in which you have worked with great distinction is that of modern China. I'm sure I'm not the only one to have heard it predicted that the new century, in which we are barely embarked, will be a Chinese century. How does it look to you, and if this forecast should turn out to be accurate, what would, or should, our stance be?

**EJW:** That's a very good question. It's a very important issue. I go to China quite frequently. One of my recent books concentrated on China and its information revolution, and I was fortunate enough to go to China and interview those individual Chinese who sort of invented the information revolution in China, the people that I call the "information revolutionaries."

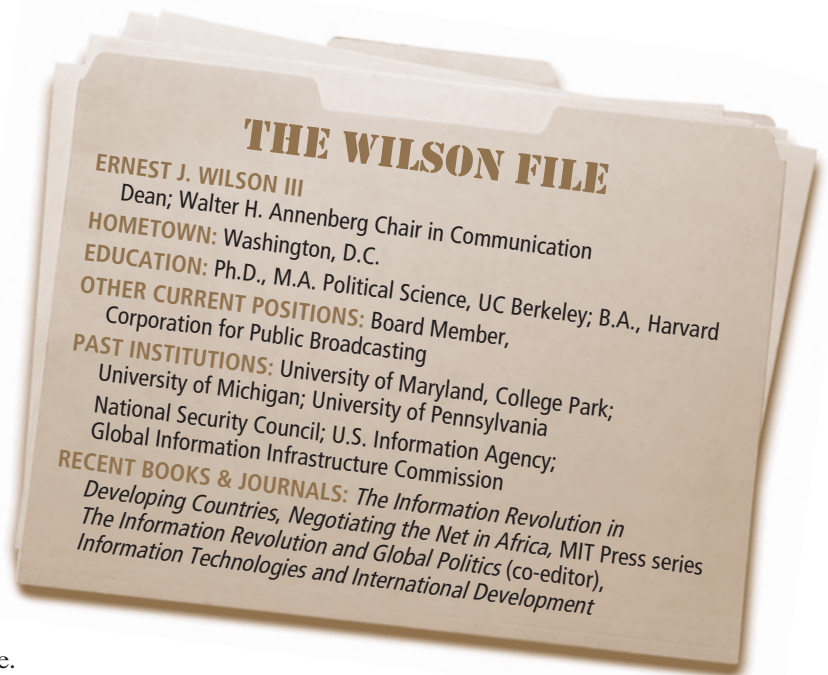
China, as you know, is now the second largest economy in the world. Its economy is growing faster than any other economy, and has been for 10 years. They have lifted millions of people out of poverty, and they have now built up one of the fastest-growing armies in the world. And finally, of course, as everyone knows, their export machine has been able to undercut production in countries from Mexico to South Africa. So they are a formidable country.

I think that there are two things that are going on in China. One is that it is the case that poverty reduction in China is steady and consistent and at a high level. So there are far fewer people who are poor in China today, and the poor as a percentage of the whole population is much, much lower than it was, so that's a wonderful thing.

It is also the case that the gap between the richest and the poorest in China is growing. This is also true in Russia, it's true in India and, alas, even in our own country. The ratio of earnings between the poorest and the richest in the United States has gone from 25:1 in the '60s to about 249:1 at the current period. I think some of these same wonderful technologies that help our lives also can contribute to a gap between the haves and the have nots, both in China and in the United States.


And this is perhaps where education comes in, that you spoke about. We have got to find ways so that those who are without, those who are at the bottom of society, can have access to the same kind and quality of education that those who are at the top of the society can have.

**NC:** I would very much be in favor of your succeeding Woodrow Wilson in that office.



**EJW:** I'm flattered that you would say so. If I can do a good job in this office, right now, I'd be satisfied.

**NC:** Dean, I can't thank you enough for your hospitality and making yourself available for this interview, on what I'm sure is an extraordinarily busy day for you. I hope that you and your family will prosper in an ambiance as friendly as it is productive.

**EJW:** Thank you so much, and I look forward to continuing our conversations in the future. 

## For more...

Listen to the whole interview at

[ANNENBERG.USC.EDU/CORWINWILSON](http://ANNENBERG.USC.EDU/CORWINWILSON)



*The Importance of Seeing Ernest*

Ernest J. Wilson III will be formally installed as dean of the USC Annenberg School in a campus ceremony on November 29.



Dean Wilson will also visit Tokyo, New York, San Diego, Orange County, San Francisco, Chicago, Texas and the Pacific Northwest to meet alumni, parents and friends.

Dates and details will be listed in our e-newsletter, the *Annenberg Dispatch*, so stay tuned for news of when he will be in your part of the world.

Update your e-mail address at [ANNENBERG.USC.EDU/ALUMNIANDPARENTS](http://ANNENBERG.USC.EDU/ALUMNIANDPARENTS)



## Lear Center project charts rise of popular music

Popular music isn't just on the radio anymore. With Top 40 music drifting out of everything from storefronts to cell phones, pop music is playing an increasing role in the ways that people configure identities, negotiate social and civic positions, and interact with other cultural spheres.

The Popular Music Project, housed at the Norman Lear Center and directed by communication professor



**JOSH KUN**, forms the core of a cross-disciplinary effort to identify these interactions. Through musician residencies, listening

sessions, public events and research, project researchers will explore the influences and effects of pop music throughout society.

## Telling life stories

*Journalism professor opens doors on the past*

In the spring of 2006, journalism professor **ED CRAY** was in Wichita, Kan., preparing to talk at a workshop for reporters and writers hosted by the Poynter Institute. At the end of the session a woman approached him. "She wanted to know how to tell the story of her grandfather's life," Cray recalled, "not for publication, but just so her family could know more about him. She didn't know where to go, and frankly, I didn't know where to send her."




*Ed Cray will provide a new resource for biographers.*

The episode spurred Cray to create the USC Annenberg Consortium for the Study of Biography. He had a feeling that colleges and universities around the country were ignoring the importance of biographies in favor of broader histories based on the actions of groups or organizations. After some research, he found that his gut instinct was right: Out of 20 of the country's top universities, only four teach biography as a subject. Cray felt the time was right to put the art of telling life stories back into the curriculum.

As the author of books on Justice Earl Warren, General George Marshall and folk icon

Woody Guthrie, Cray is familiar with the field that he calls "life writing," which includes written biographies as well as oral histories, memoirs and movies. At a daylong framing conference he arranged for some of his fellow life writers in May, the Consortium was born. Its mission is to improve the quality of life writing in all its forms, and to promote the teaching and study of biography throughout higher education. Cray's colleagues from the planning session serve as the core of an advisory board, communication professor **SARAH BANET-WEISER** is his faculty co-sponsor, and seed money has been provided from a joint journalism-communication research fund.

Plans are already under way for the first year's activities, with talk of a two-day conference on biography and a Web listing of biographies currently being written: "We don't like to duplicate work," Cray explained.

In the end, though, he hopes the Consortium can help people like the woman who talked to him in Wichita. "Biographies are a narrative," he said. "You're born, you live, you die. The arc is there, you just have to make it interesting." 

## Knight Foundation initiative expands Digital Media Center

The John S. and James L. Knight Foundation has unveiled a five-year, \$6.7 million initiative to assist news organizations facing the daunting transition to the digital world.

Three Knight grants – \$2.4 million to USC Annenberg and \$2.8 million to the UC Berkeley Graduate School of Journalism over the next five years, and a two-year, \$1.5 million grant to National Public Radio – will reshape the Knight Digital Media Center, based at USC Annenberg and UC Berkeley, into a one-stop solution for those hoping to improve their digital skills and increase the sophistication of their online operations, Knight Foundation president and CEO

**ALBERTO IBARGÜEN** said.

“What we at the Knight Foundation like to do is help the industry move into the future by funding great ideas and

experiments,” Ibarгүйen said.

“These grants help the Knight Digital Media Center play a leading role in training journalists. They will help NPR bring its quality journalism

forward in this new digital age.”

Through workshops and seminars held at both universities, the Center will train more than 300 journalists each year and reach thousands of others through its expanded website:

**KNIGHTDIGITALMEDIACENTER.ORG.**

The NPR grant will fund the training of roughly 600 staff members, including executives, reporters, producers and editors. In early 2008, NPR executives will come to USC Annenberg for strategic planning and leadership sessions. Similar sessions at UC Berkeley will help frame technical and multimedia skills training plans for NPR reporters and producers.

“Thanks to the vision and generosity of Knight Foundation, the Knight Digital Media Center will help journalists and news organizations get the training they need to serve their readers, listeners and viewers as technology transforms the way we get news and information,” USC Annenberg Dean **ERNEST J. WILSON III** said.

In addition to working with online journalists from newspapers and broadcast operations, the Center will reach out to



*Above, NPR CEO Ken Stern (left), Center director Vikki Porter and USC Annenberg Dean Ernest J. Wilson III. Left, Dean Wilson speaks at the announcement ceremony.*

online news portals, such as Yahoo!, AOL and MSN, to ensure that these new-media outlets understand journalistic standards. “We want to make sure that these media titans have the same ethical grounding for making news decisions that traditional media companies have developed. They need to realize that they’re journalists in addition to being technologists,” Center director **VIKKI PORTER** explained.

In the end, the benefits of the Knight Digital Media Center will extend beyond those organizations that take advantage of its services. “The industry is really struggling to figure out how to survive in the 21st century,” Porter said. “We’re at a turning point. If we can set an example with our work, others will follow our lead and continue to keep journalism relevant.”

## Strategic Public Relations Center launches industry database

Communication executives looking for ways to compare their operations against others in their industry can turn to a free online database launched by the USC Annenberg Strategic Public Relations Center.

The PR Management Datasource, which provides data on resource allocation, methods of evaluation and other performance metrics, pulls its numbers from four years of industry surveys maintained by the Center. Center director **JERRY SWERLING** sees it as a valuable resource for PR pros. “The database is easy for professionals to access, and it will only become richer and more comprehensive as we continue our research,” he said.

**For more...**  
Log onto the database at  
**PRMANAGEMENTDATASOURCE.COM**

# RESEARCH @ ANNENBERG

a partial list of funded projects and programs at USC Annenberg in 2007–08

PROJECT NAME	P.I. / DIRECTOR	MAJOR SPONSOR
<i>Research Centers</i>		
Center for Communication Law and Policy	Simon Wilkie	Individual donor
Center on Communication Leadership	Geoffrey Cowan	The Annenberg Foundation
Center for the Digital Future	Jeffrey Cole	Corporate partners
Johnson Communication Leadership Center	Ernest J. Wilson III	Johnson Publishing Company
Norman Lear Center, <i>including the research projects:</i>	Martin Kaplan	Lear Family Foundation
Center of Attention	Martin Kaplan, Johanna Blakley	Norman Lear Center, frog design
Democracy in the Age of New Media	Martin Kaplan, E.J. Dionne	Carnegie Corporation
Health Messages in Entertainment Television	Sheila Murphy	Henry J. Kaiser Family Foundation
Hollywood, Health & Society	Vicki Beck	Centers for Disease Control & Prevention, National Cancer Institute
Image of the Journalist in Popular Culture	Joe Saltzman	USC Annenberg, Norman Lear Center
Lear Center Local News Archive	Martin Kaplan	Norman Lear Center
Politics & Entertainment	Martin Kaplan, Johanna Blakley	Norman Lear Center, Zogby International
Popular Music Project	Josh Kun	Norman Lear Center
Strategic Public Relations Center	Jerry Swerling	Corporate partners
USC Center on Public Diplomacy at the Annenberg School, <i>including the projects:</i>	Joshua Fouts	Annenberg Trust
Public Diplomacy and Virtual Worlds	Douglas Thomas, Joshua Fouts	The John D. & Catherine T. MacArthur Foundation
Strategic Media Framing in the Middle East	Joshua Fouts, Craig Hayden	National Geo-Spatial Intelligence Agency
U.S. Canada Fulbright Chair in Public Diplomacy	Joshua Fouts	U.S. Canada Fulbright Commission
<i>Research Projects</i>		
Annenberg Networks Network	Peter Monge, Manuel Castells, Janet Fulk	USC Annenberg
Annenberg Research Network on International Communication	François Bar	Annenberg Trust
Annenberg Research Network on Globalization & Communication	Patricia Riley, Janet Fulk	Annenberg Trust
Charles Annenberg Weingarten Program on Online Communities	Karen North, Geoffrey Cowan, Larry Gross, Jeffrey Cole	The Annenberg Foundation
Haptics Lab	Margaret McLaughlin	Integrated Media Systems Center, an NSF Engineering Research Center
Institute on the Future of the Book	Bob Stein	The John D. & Catherine T. MacArthur Foundation, The Andrew W. Mellon Foundation
Metamorphosis: Transforming the Ties That Bind	Sandra Ball-Rokeach	First 5 L.A., USC Provost's Immigration & Integration Initiative, The Center for Religion & Civic Culture
News21	Judy Muller, Patricia Dean	Carnegie Corporation of New York, Knight Foundation
PopAndPolitics.com	Farai Chideya	John S. & James L. Knight Foundation
William O. Baker Papers	A. Michael Noll	The Andrew W. Mellon Foundation, Richard Lounsbery Foundation
<i>Professional Education Centers &amp; Programs</i>		
California Endowment Health Journalism Fellowships Program	Michelle Levander	The California Endowment
USC Annenberg/Getty Arts Journalism Program	Sasha Anawalt	The Getty Foundation
Institute for Justice and Journalism	Steve Montiel	Ford Foundation
Knight Digital Media Center	Vikki Porter	John S. & James L. Knight Foundation
Edward R. Murrow Journalism Fellows Program	Vikki Porter	U.S. State Department
NEA Arts Journalism Institute in Theater and Musical Theater	Sasha Anawalt	National Endowment for the Arts
Program on Strategic Communication	Rebecca Weintraub, Patricia Riley (with Naval Postgraduate School)	U.S. Navy, U.S. Department of Defense

**ABOUT THIS CHART**—In addition to **Research Grants** awarded to individuals or teams of faculty members, USC Annenberg is also home to several major **Research Centers**, conducting original research and hosting events related to a specific area of interest. **Research Projects** represent high-profile initiatives conducted in areas of expertise unique to USC Annenberg. **Professional Education Centers & Programs** provide midcareer training for working journalists in a wide range of professions, while our **Awards** recognize outstanding achievement in communication and journalism.

*This chart lists funded faculty research projects that are active during the calendar year of 2007. Every effort is made to ensure a comprehensive chart. To submit a project for publication, contact Alex Boekelheide, publications director, at [boekelhe@usc.edu](mailto:boekelhe@usc.edu).*

PROJECT NAME	P.I. / DIRECTOR	MAJOR SPONSOR
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*Awards*

Everett M. Rogers Award for Achievement in Entertainment Education	Martin Kaplan, Peter Clarke	USC Annenberg
Online Journalism Awards	Michael Parks	Online News Association
Selden Ring Award for Investigative Journalism	Michael Parks	Douglas Ring
USC Annenberg Walter Cronkite Award for Excellence in Television Political Journalism	Martin Kaplan	USC Annenberg, Norman Lear Center

*Research Grants*

Exploring the Role of Religious Affiliation on Civic Engagement Amongst Newer Immigrant Families in Los Angeles	Sandra Ball-Rokeach	Pew Memorial Trust
Tailored Generation of Nutrition Information for Low-Income Recipients of Charitable Food	Peter Clarke, Susan H. Evans, Eduard Hovy	National Science Foundation, Kraft Foods, Ralph M. Parsons Foundation, U.S. Department of Agriculture, California Vitamin Settlement Fund
Wireless Alternatives for Internet Connectivity in Rural Latin America	Hernan Galperin	International Development Research Center
Last-Mile Initiative Impact Evaluation in Peru	Hernan Galperin	U.S. Agency for International Development
Regional Dialogue on the Information Society	Hernan Galperin	Pan Americas (IDRC)
Legitimation of Nanotechnology in Society	Tom Goodnight, Craig Carroll, Sandy Green	National Science Foundation
Forgotten Pages: Bicentennial of the U.S. Latino Press	Félix Gutiérrez	USC Annenberg, Freedom Forum
Collaboration Framework to Prepare Against, Respond to, and Recover From Disasters (CP2R)	Andrea B. Hollingshead	National Science Foundation
Measuring Effects of Educational Games	Kwan Min Lee	Ministry of Education, South Korea; Korea Game Industry Development Agency
Textbook for Serious Game Education	Kwan Min Lee	Korea Advanced Institute for Science and Technology
New Directions in Stroke Neuro-Rehabilitation	Margaret McLaughlin, Albert Rizzo	National Institutes of Health
User-Centric Patient/Clinician Distribution Platform with Tele-Rehabilitation Application Case Study	Margaret McLaughlin, Roger Zimmerman, Carolee Winstein, Shri Narayanan	Zumberge Faculty Research and Innovation Fund
Center for Socially Optimized Learning in Virtual Environments (SOLVE)	Lynn Miller	USC Provost's Center for Interdisciplinary Research Fellowship
Virtual Sex: Real Risk Reduction for MSM	Lynn Miller, Stephen Read, Robert Appleby	National Institute of Allergy & Infectious Diseases/ National Institutes of Health
Annenberg National Health Communication Survey	Sheila Murphy, Michael Cody (with Annenberg at UPenn)	Annenberg Foundation Trust at Sunnylands
User-Directed News	Larry Pryor, Albert Rizzo	Integrated Media Systems Center, an NSF Engineering Research Center
Content Analysis of Gender Role Portrayals in Television & Film	Stacy Smith	Dads and Daughters
The Impact of Hypersexualized Media Characters on Young Girls' Body Dissatisfaction and Weight Concerns	Stacy Smith	USC Provost's Humanities & Social Sciences Initiative
Hispanics and Health: Diverse Outcomes in a Diverse Population	Roberto Suro	Robert Wood Johnson Foundation, Pew Research Center
Learning in the 21st Century	Douglas Thomas, Sasha Barab	The John D. and Catherine T. MacArthur Foundation

*USC Annenberg Journals* (journals published by USC Annenberg or edited by USC Annenberg faculty)

<i>Publication Title</i>	<i>Editor</i>	<i>Publisher</i>
International Journal of Communication	Manuel Castells, Larry Gross	USC Annenberg
Journal of Communication (starting 2008)	Michael Cody	International Communication Association
Argumentation and Advocacy	Randall Lake	American Forensic Association
Online Journalism Review	Robert Niles	USC Annenberg
Image of the Journalist in Popular Culture Journal (forthcoming)	Joe Saltzman	USC Annenberg
Media, War & Conflict (forthcoming)	Philip Seib	Sage Publications
Games and Culture: A Journal of Interactive Media	Douglas Thomas	Sage Publications
Information Technologies and International Development	Ernest J. Wilson III	MIT Press

# Tyler Cavell, M.A./MSc Global Communication '04

## *Master's Thesis Becomes Launch Pad for 'CNN of the Internet'*

Tired of watching the same old global wire service stories and news video feeds every time you change TV channels? Well now, thanks to USC Annenberg alumnus **TYLER CAVELL**, world news just got a lot more interesting.

Tyler is the mastermind behind MediaScrape.com, a searchable Web site that uploads 145 news reports by independent local broadcasters around the world, every day. Thanks to MediaScrape, you're no longer limited to watching international news that has been heavily edited to suit Western interests or biases.

## alumni spotlight

Instead, the Web site's local translators make sure you get to see and hear the full footage of emerging stories from countries around the world, including Indonesia, Turkey, Nigeria and even the Kyrgyz Republic.

"I'm continually surprised by the way western media distorts the news from global 'hotspots,'" Tyler explains, "and I wanted to offer an alternative to what is largely a one-way 'fire hose' of news coming from very few sources and even fewer perspectives.

"I believe that this severely undermines individual political participation – which is essential for any viable democracy," he adds. "By contrast, news offered via the Internet empowers users, and makes them more likely to become engaged and knowledgeable citizens."

Tyler first began to think about offering global audiences a steady stream of balanced international news eight years ago, while living in South Africa. The Montreal native was spending a year



abroad at the University of Natal-Pietermaritzburg, as one of the first participants in an exchange program with the University of Western Ontario, where he was studying political science.

"I was kind of scared when I arrived in South Africa," he recalls. "None of my Canadian professors who taught courses on South African politics had ever been there, and my 'knowledge' of the country was shaped by sensationalist news reports broadcast on CNN and the major networks. But when I arrived in South Africa and began watching the local news programs, I discovered a 'rainbow nation' of far more beauty and far less poverty and crime than I had been led to expect by Western news sources."

It was a transformative experience. "I

came to see that local news gives us the real picture of any country or region," he says. "As the year progressed, I felt a growing desire to share the realities of life in South Africa with my friends, parents and teachers back home. I knew there must be some way to make this news available to a larger public – and I realized I'd need a solid education in media and communication to figure out how."

Back home in Canada, Tyler experienced what he calls "a gnawing desire to fulfill this vision."

So he set to work seriously preparing for what he came to see as his chosen vocation.

"I wanted to do graduate work in one of the world's leading media centers," he says. "When I discovered the London

School of Economics/USC Annenberg joint master's degree program in Global Communication, I knew it was exactly what I was looking for."

Tyler first flew to London, where he immersed himself in the theoretical side of media and communication, particularly the impact of new media on the public sphere and democracy. Then it was on to USC Annenberg, and its cornucopia of courses in global communication.

"Annenberg's focused approach to the business side of global communication really prepared me for my career,"

Tyler says. "I loved all my professors. Two of them in particular, Hernan Galperin and Janet Fulk, were pivotal in showing me how to apply my education to the real world. They had us examine business case studies of successful media companies such as Viacom, AOL and Time Warner, and they encouraged me to build upon these ideas and

## **"Get knowledge about new media and communication in your brain, and the world's your oyster."**

innovations in my thesis – which was a business plan for an online broadcast news network that I called 'MediaScape.'"

It took Tyler two years to obtain funding and create an infrastructure for the real-world launch of MediaScape, which he describes as "the first global information network using Web technology to deliver free, all-video



*MediaScape's site share revenues with the 41 broadcasters worldwide who provide material for the site.*

broadcast news clips." Tyler is president and chief operating officer of the company, which has contracted with 41 broadcasters from a diverse range of countries in Africa, Asia, Eurasia, Europe and the Middle East, as well as the Americas. Broadcasters submit news reports in analog format to 15 local editors stationed in MediaScape's international field offices. These editors select the stories that will be posted online daily, and their colleagues digitize the files and add subtitles.

"We outsource this work for two reasons," Tyler says. "First, we want to work with broadcasters and editors who were born in the countries they cover, who speak the language and truly *feel* that society. Second, we're providing real jobs, often in regions that are at war or where economic opportunities are limited."

He adds, "MediaScape makes a point of supporting emerging nations, societies and democracies, and we have given a lot of thought to how media can be a tool to promote democracy. Take Armenia, for example. This former Soviet republic is now a democracy, with a private broadcaster, Yerkir Media. MediaScape's revenue-sharing model provides Yerkir with financial support. But even more

importantly, because we translate all the news stories on our Web site, we are helping the world embrace Armenia – as well as other emerging democracies – by enabling their voices to become part of the fabric of the world at large."

Tyler says his work at USC Annenberg helped him to think big. "Studying Summer Redstone's business plan for Viacom and his acquisition of Blockbuster taught me not to be daunted by all the apparent barriers to success on the Web. Just get a good education, get knowledge about new media and communication under your belt and in your brain, and the world's your oyster."

It wasn't hard for Tyler to envision a global enterprise that, in his words, "would become the CNN of the Internet." This ambition was clear to Tyler's communication professors at USC Annenberg. Professor Tracy Westen recalls Tyler's "enormous enthusiasm and great excitement for learning." Professor Fulk says, "Tyler always went the extra mile. He showed up at each class with pages of extra research he had done on the topic or case of the day. Class debates were very lively – he was always ready to take a position and defend it with a ream of facts and a debater's style. Never short of creative ideas, he always had something provocative to contribute to seminar discussions."

Professor Galperin agrees: "In class, Tyler displayed all the traits of a successful entrepreneur. It's rewarding to know we were able to spark his imagination for his news venture."

Tyler couldn't agree more. "USC is the place where I developed my ideas," he says. "Without Annenberg, MediaScape.com wouldn't exist." ■



## ALUMNI NOTES

**KENT MILTON** (B.A. Journalism '52) is serving on the California Highway Patrol's Older Californian Traffic Safety Task Force as public information chair.

**JAY KHOLOS** (B.S. Telecommunications '63) wrote and produced an Off-Broadway musical, "A Stoop on Orchard Street," and has another Off-Broadway musical in the works: "My Catskills Summer." He also produced and presented "Gilligan's Island: The Musical."

**MEL KIENZT** (B.A. Telecommunications/Journalism '71) is a senior vice president with Benner-Nawman Inc., a company serving the construction, telecommunication and electrical wholesale industries, in Wickenburg, Ariz. He also serves on the executive board of the Brotherhood of Magicians.

**CATHY MORLEY FOSTER** (B.A. Public Relations '75) is president of the Public Relations Society of America, San Francisco Chapter, and spoke at the Public Relations Student Society of America's annual conference in Salt Lake City, Utah. She is a vice president at Fleishman-Hillard in San Francisco.

**ROBERT MOORE** (B.A. Journalism '76, M.A. Telecommunications '77) joined the Big Ten Network, a new network run by the Big Ten Conference and Fox Sports, as director of sports research.



**PAMELA SAMUELS-YOUNG** (B.A. Journalism '80) is managing counsel for labor and employment law at Toyota

Motor Sales USA, in Torrance, Calif. She previously served as special counsel at the law firm O'Melveny & Myers in Los Angeles, specializing in labor and employment law. Pamela has also published two legal thrillers, *In Firm Pursuit* and *Every Reasonable Doubt*.

**VANESSA BLACKNALL-JAMISON** (B.A. Public Relations '77) is manager of emergency processes training and programs for United Airlines in Denver.

**GARY GOODMAN** (Ph.D. Speech Communications '78) is president of Customersatisfaction.com, which offers a range of consulting and research services to help improve companies' customer service.

**ALAN KELLY** (B.A. Public Relations '81) is founder and CEO of The Playmaker's Standard, a software and consulting firm based on, *The Elements of Influence*, his book about marketing and positioning strategy and tactics. He previously founded, built and then sold Applied Communications Group, an award-winning tech PR agency in San Francisco.

**DANIEL P. PUZO** (M.A. Journalism '81) is editor in chief of *be FoodSafe: The FSIS Magazine*, a quarterly publication launched last year by the U.S. Department of Agriculture's Food Safety and Inspection Service. Daniel previously worked with the *Los Angeles Times* and has received more than 20 national and local awards for journalistic excellence.

**MARK GILL** (B.A. Journalism '83) launched his new production company, The Film Department, with \$200 million in initial capital. The Film Department is based in West Hollywood, Calif. Gill most recently served as president of Warner Independent Pictures.

**LORI STREIFLER** (B.A. Print Journalism '84) is the editor of City News Service in Los Angeles, the nation's largest regional wire service.



**TED SCHWALBE** (Ph.D. Communication Theory and Research '80) received his fourth Fulbright

Award, for teaching and research in Namibia. His previous Fulbright Awards were in Bulgaria (1997), Swaziland (2002) and Hungary (2004). He is currently professor and chair of the Communication Department at SUNY Fredonia.

**Hey Alumni!**

Join other members of the Annenberg family for a pre-game picnic before the Trojans beat Oregon State.

**Saturday, November 3**  
1 p.m. party  
5 p.m. game

To register: [ANNENBERG.USC.EDU/HOMECOMING](http://ANNENBERG.USC.EDU/HOMECOMING)



**BARBARA PICKERING** (Ph.D. Communication Arts and Sciences '92) received an Alumni

Outstanding Teaching Award in April from the University of Nebraska at Omaha. She is an associate professor in UNO's College of Communication, Fine Arts and Media.

**MARY HILL-WAGNER** (B.A. Print Journalism '86) earned a Ph.D. in mass communication from the University of North Carolina, Chapel Hill. She began teaching at Clarion University of Pennsylvania this fall.

**MARIA STRONG** (M.A. Communication Management '87), a partner with the Washington, D.C.-based law firm Smith, Strong & Schlesinger LLP, represents the International Intellectual Property Alliance, a coalition of trade associations representing U.S. copyright-based industries.



**JAE KIM** (B.A. Communication '97) has been promoted to vice president of development and production for the

TV arm of the Mark Gordon Co. As director of development for the company, he played a key role in the development of "Army Wives" on the Lifetime Channel. He was also involved in the development of the new CW series "Reaper," and is overseeing production of CBS' "Criminal Minds."

**GUSTAV GULMERT** (B.A. Print Journalism '83, M.A. Communication Management '89) has been promoted to corporate director of communication at Northrop Grumman's Washington, D.C., office. He recently received a Gold Quill award from the International Association of Business Communicators for communications work at Northrop Grumman in the wake of Hurricane Katrina.

**ALISHA RYU** (M.A. Journalism '89) received the 2007 David Burke Distinguished Journalism Award, presented by the Broadcasting Board of Governors to U.S. international broadcasters who demonstrate exceptional performance, including bravery and reporting under extreme hardship. She was recognized for her reporting from such hot spots as Baghdad and Mogadishu, Somalia, as a correspondent for the Voice of America news division.

**DANIEL HACKNEY** (M.A. Communication Management '92) is an environmental supervisor for the City of Los Angeles Bureau of Sanitation. He has also served as senior environmental policy analyst for L.A. Mayor Antonio Villaraigosa.

**STEPHANIE GERMERAAD** (B.A. Communication '93) accepted a new position as communications director for the Education Trust, a Washington, D.C.-based nonprofit dedicated to improving education for all students at all levels.

**VERONICA GUNNERSON** (B.A. Journalism '93) is an assistant professor of communication at Loyola College of Maryland. She also serves as the faculty adviser for the Public Relations Student Society of America.

**ANGELA AN** (B.A. Journalism/East Asian Studies '94) is an anchor/reporter for WBNS-TV, the CBS affiliate in Columbus, Ohio. She was nominated for an Emmy in the Ohio Valley Region for "CrimeTracker 10 and You."

**KENNETH PIMENTAL** (M.A. Communication '95) has been hired as communications manager for global marketing by Chevron Corporation in San Ramon, Calif.



**JENNY CONCEPCION HANSEN** (B.A. Broadcast Journalism '02) is an event manager for USC's Office of

Protocol and University Events. She previously worked as an event planner for Disney Consumer Products in Burbank, Calif.

**NICOLA UNDERWOOD BEDDOW** (M.A. Communication Management '00) is co-founder of the Cassidy & Pinkard Colliers Race for Hope 5K, which benefits the Brain Tumor Society and Accelerate Brain Cancer Cure.

**DANIELLE WALSMITH** (M.A. Strategic Public Relations '00) has launched a new business, Sweet Talk Public Relations, in Calabasas, Calif.

**JAMIE DENENBERG** (M.A. Broadcast Journalism '01) is an international marketing executive for Sony Pictures Home Entertainment and a fundraiser for the Democratic Party. She is currently working for Sen. Barack Obama's presidential campaign.

**ARI MELTZER** (B.A. Broadcast Journalism '01) left ABC in August to pursue a law degree at Georgetown University.

**SANDRA NORMANN** (M.A./MSc Global Communication '02) is a corporate strategy analyst at the World Bank in Washington, D.C.

**KRIS VAN CLEAVE** (B.A. Broadcast Journalism '02) received three Emmys for journalistic enterprise, crime reporting and sports reporting. He currently works for WJLA-TV in Arlington, Va.

**ESME BERMUDEZ** (B.A. Print Journalism '03) was named a finalist for the 2006 Livingston Awards for Young Journalists for her work at *The Oregonian*. The Livingston Awards are awarded to journalists under the age of 35.



**DARYL MCCULLOUGH** (M.A. Communication Management '93) has been named CEO of

PainePR in Los Angeles after serving as the public relations firm's president and chief creative officer. In March 2007, PainePR's work earned *PRWeek's* Campaign of the Year in the arts, entertainment and media category, for the DirectTV BabyFirstTV campaign.

**MONICA CESENA** (B.A. Communication '03) is a senior specialist with Merrill Lynch in New York, working in the firm's Office of General Counsel.

**YONG-CHAN KIM** (Ph.D. Communication '03) is an assistant professor of health communication at the Department of Community and Behavioral Health at the College of Public Health at the University of Iowa.

**JULIANE NGAN** (B.A. Broadcast Journalism '04) joined KTVL-TV in Medford, Ore., as a reporter and producer.

**YASMIN RAHIM** (M.A. Strategic Public Relations '04) is a senior consultant at the global consulting firm Booz Allen Hamilton.

**LAUREN SHIOHAMA** (B.A. Communication '04) is a model on the NBC game show "Deal or No Deal." She made her film debut last year playing Miss California in the movie *Little Miss Sunshine*.

**KAREN LINHART** (B.A. Public Relations '05) has been hired as a media specialist by USA Swimming, promoting U.S. athletes, handling media operations at major events and servicing media requests. Karen traveled with the USA Swimming National Team to the Pan American Games in Rio de Janeiro, Brazil, and will serve as press officer at the 2008 Olympic Games in Beijing.

**ELIZABETH WAGNER** (B.A. Broadcast Journalism '05) is an on-air reporter with NBC affiliate KRVN in Reno, Nev. She previously was an NBC page at 30 Rockefeller Plaza in New York.

**ALICE WALTON** (B.A. Print Journalism '05) is a reporter with the City News Service and was recently elected secretary of the Greater Los Angeles Chapter of the Society of Professional Journalists.

**SAMIA KHAN** (B.A. Broadcast Journalism '07) accepted a new position as a reporter at WGGB-TV in Springfield, Mass.

**CRAIG LAYNE** (M.A. Broadcast Journalism '07) has been hired as a general assignment reporter for WJET-TV in Erie, Pa.

**MATTHEW OTT** (B.A. Broadcast Journalism '07) accepted a new position with Electronic Arts to direct a TV pilot and Web series.

**LINDA SIU** (B.A. Broadcast Journalism '07) accepted a new position as an associate producer at KGMB-9 in Honolulu.

**MICHAEL WOLFE** (B.A. Broadcast Journalism '07) accepted a new position as a producer at KTVN-TV in Reno, Nev.



**ANGELA MEYERS** (B.A. Communication '03, M.A. Communication Management '06) has accepted a position as a

management analyst in the Executive Office of the President at the White House. She served as an intern at the White House during graduate school.

## IN MEMORIAM

**JANICE-LEE ROMARY** (Communication '50) died in May at her home in Klamath Falls, Ore., at the age of 79, from complications related to Alzheimer's disease. She competed as a fencer in six consecutive Olympics, from 1948 to 1968, finishing fourth twice. She became the first woman to carry the U.S. flag during the Opening Ceremonies, when she led her compatriots at the 1968 Games in Mexico City. She was one of only seven U.S. athletes to participate in at least six Olympic Games, and for many years she was the only woman from any country to compete in six Olympics. Over her career, Janice-Lee won 10 national fencing championships and a gold medal at the 1967 Pan American Games. She was commissioner of fencing for the 1984 Olympic Games in Los Angeles. Janice-Lee was born in Palo Alto, Calif., in 1927. She attended high school in Poplar Bluff, Mo., and spent most of her life in Los Angeles.



**RICHARD RAMIREZ** (B.A. Print Journalism '84) was found dead at his home in Livermore, Calif., on June 20, at the age of 44. Rich was a longtime employee of the *San Jose Mercury News*, where he had served for the past 12 years as

assistant to the executive editor. He began as an intern at the paper in 1984, moving on to become a reporter and assistant state editor. Rich was known for mentoring young journalists and serving as a key link to the community. He was very active in the National Association of Hispanic Journalists and served as chair of the local planning committee that hosted NAHJ's annual convention in San Jose, Calif., the week prior to his death. Rich, who was editor of the *Daily Trojan* while a student at USC Annenberg, was widely known as an avid fan of the USC football team. The family has requested that memorial donations be sent to the USC Annenberg School of Journalism, in care of Josh Larsen, 3502 Watt Way, Suite 304, Los Angeles, 90089. Call (213) 821-1660 for information.

# Ria Carlson, B.A. Journalism and Political Science '83

## *Five-Year Pledge Supports Well-Rounded Students*

Each year, **RIA CARLSON** gladly donates to USC Annenberg's School of Journalism.

"I paid my own way through college," she says. "I worked full-time at Disneyland during the summers and had a variety of part-time jobs during the school year. As a result, most of my time on campus was spent in the classroom, without a chance to experience the extracurricular life that USC offers."

That's one reason why Ria has made a five-year, \$25,000 pledge to the School of Journalism – to help ensure that today's students can enjoy a well-rounded experience.

"A USC education was worth the extra effort," she says. "One of the reasons I chose USC was the School of Journalism's reputation. I appreciated the fact that my professors were professional journalists who had terrific real-world experience and were successful in their fields."

Ria's own on-the-job experience at USC included an internship at NBC, which offered her a position in the production office of "The Sunday Show," an Emmy-nominated news-talk program with a legacy of renowned hosts such as Bryant Gumbel and Pat Sajak.

"It was a great start to my career," she says. "Live television is a fast-paced, unpredictable environment, so I had to learn to prepare for change, juggle many projects and depend on talented people to get the job done – skills I still use today."


Indeed, Ria's career trajectory has taken her from NBC to a public relations agency – where she worked with Celestron Telescopes during the year of Halley's Comet – followed by marketing positions at arts organizations, then on to corporate America, working her way up to the senior executive ranks for Fortune 500 firms.

After 10 years shaping public affairs and communication for large health care companies, in 2001 Ria joined Ingram Micro, the world's largest technology distributor, as vice president of corporate communications and investor relations. Four years later the company promoted her to chief strategy and communication officer, adding strategic planning and business development to her existing responsibilities. She is a member of the company's top worldwide executive team and an officer of the corporation.

"With all the avenues I've taken in my career, I'm glad I chose journalism as a primary area of study," she says. "It doesn't limit



you to a single course. Journalism taught me to focus on clear, concise and persuasive writing, and I know that my writing skills have been a key to my own success. With all the changes we're seeing in media today, there's significant demand for content. Exceptional writing and communication skills are critical in order to succeed in this competitive market.

"That's a major reason why I think the School of Journalism deserves my support," she adds. "As soon as I was in a position to begin giving back to the school, I started making annual gifts." 

### donor spotlight

internship at NBC, which offered her a position in the production office of "The Sunday Show," an Emmy-nominated news-talk program with a legacy of renowned

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Fall 2007

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Stuart Brinin, Steve Cohn, Evonne Heyning,  
Maggie Smith, L. Brian Stauffer,  
Clinton Wallace, Troy Witt  
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## MacArthur grant explores virtual worlds



*MacArthur Foundation president Jonathan Fanton's avatar (seated) at a philanthropy conference announcing the grant held in the virtual world Second Life. More than 200 avatars, animated figures representing computer users around the world, attended.*

Thanks to a \$550,000 grant from the John D. and Catherine T. MacArthur Foundation, USC Center on Public Diplomacy director **JOSHUA FOUTS** and communication professor **DOUGLAS THOMAS** will lead an effort to explore how philanthropy takes shape in virtual worlds such as Second Life, Hipihi and There.com. Through discussions, interviews and surveys conducted "in-world," the research team hopes to chart the ways these online communities encourage collaboration across real-world boundaries and, ultimately, benefit the public good.

According to Fouts, these online worlds provide new possibilities for interaction. "By the simple act of logging on to these spaces, users become active in the creation of in-world products and ideas," he said. "There's a huge potential for participation and community action in a world where one can create, manipulate and modify literally anything that springs to mind. Through this kind of mass collaboration and 'network imagination,' users participate rather than just observe."

In conjunction with the online research, Fouts and Thomas are planning a number of real-world events as well. The first was a multimedia conference in September that took place in Mexico City. Attendees from Brazil and the United States participated on the panel from those locations through the virtual world of Second Life. The team hopes the conference experience illustrates the possibilities for involvement that appear when the real and virtual worlds meet.

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