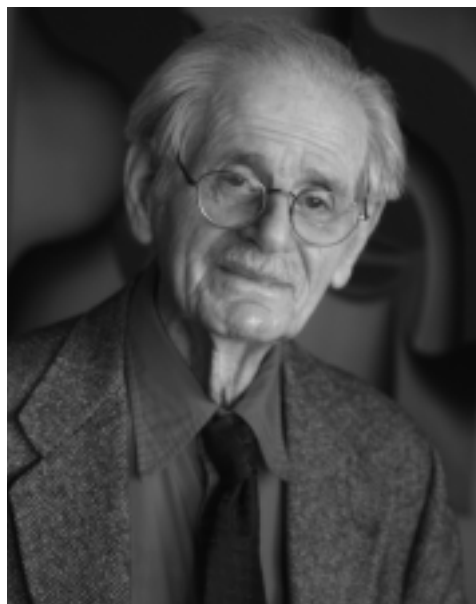


On a Life of Triumph

EIGHT DECADES INTO HIS REMARKABLE CAREER, PROFESSOR **NORMAN CORWIN** STILL REVELS IN THE POWER OF WORDS

In honor of one of USC Annenberg's most beloved professors—and one of the country's greatest radio dramatists—Dean Geoffrey Cowan declared 2005 as “The Year of Norman Corwin.” **Norman Lewis Corwin**, who turned 95 in May, celebrated a plethora of anniversaries and honors this year, including the 60th anniversary of his landmark radio drama, “On a Note of Triumph.” An hour-long poetic meditation on World War II, Corwin's work was hailed by Carl Sandburg as “a vast announcement, a terrific interrogatory, one of the all-time great American poems,” while *Billboard* declared it “the single greatest—and we use ‘greatest’ in its full meaning—radio program we ever heard.”



To mark the occasion, veteran journalist, former USC Annenberg journalism school director, and fellow professor **Bryce Nelson** sat down with Corwin one afternoon last spring, an hour before Corwin's JOUR 400—Interpretive Writing course.

Nelson: Norman, you are thought by many to be one of the best college teachers in America. How did you get started teaching at USC?

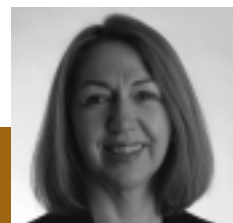
Corwin: I was recruited by Professor Joe Saltzman. At the time, I had chaired the Documentary Awards Committee of the Academy of Motion Picture Arts and Sciences for about 20 years, and Joe happened to attend one of the screenings, after which he asked me whether I'd like to teach at USC. I was astonished at the invitation,

and delightedly accepted. Since then I've been a visiting professor at the School of Journalism for more than 20 years. I'm still visiting. I'm the man who came to dinner.

Nelson: You're known as a pioneer in radio writing, but who taught you how to write for radio?

Corwin: I guess I'm an autodidact. Nobody taught me anything about radio, and that may have been a good break because I came along at a time when a writer was given freedom. Nobody looked over my shoulder; I could choose my own subjects and treatment. My first series was named by the program manager of the

continued on page 14



Youth and media come into focus

Professors at Annenberg Schools join forces to shape the debate

USC Professor **Stacy Smith** recalls the moment at a joint retreat of the Annenberg Schools for Communication at USC and the University of Pennsylvania two years ago when she discovered that there were a substantial number of professors working on youth and media issues. “We realized that there were six of us, and we wanted to see if we could play well together,” says Smith, pictured.



Though barely a toddler, already the **ANNENBERG INSTITUTE ON YOUTH AND MEDIA** knows what it wants to be when it grows up. By bringing concrete data to a discussion often tinged by politics and opinion—revelations about explicit video games like *Grand Theft Auto* are enough to educe legislation from Washington and cries of protest from citizens and the press—the Institute's main goal is to contribute to the ongoing debate about the impact that television, movies and video games have on children and teens.

A second objective, just as crucial to the Institute's success, is to strengthen the reciprocal bond between the Annenberg Schools. With faculty and researchers from both schools on board, “We want to develop cross-collaboration,” says Deborah Linebarger, a professor at the University of Annenberg Pennsylvania and expert in the study of children's programming.

continued on page 22

In Print

Reinventing Local News: Connecting Communities Through New Technologies

By Adam Clayton Powell III
Figuroa Press, 2005

Technology is driving a historic transformation in local news, according to a study authored by Powell, a senior fellow in the Annenberg School for Communication.



"Historians will look back at the early 21st century as a turning point, when decades-long patterns of readership, listening and viewing were disrupted by new, powerful and inexpensive technology," Powell writes. He also

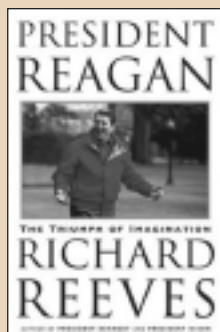
cautions, "Too many news managers are defensive or bewildered by change ... content to watch their audiences dwindle as bloggers from the outside and newsroom missteps on the inside erode their credibility." The study is a project of the USC Annenberg Local News Initiative.

President Reagan: The Triumph of Imagination

By Richard Reeves
Simon & Schuster, December 2005

Twenty-five years after Ronald Reagan became president, Reeves uses newly declassified documents and hundreds of interviews to tell the story of an accomplished politician; a bold, even reckless leader; a man who imagined an American past and an American future—and made them real. He is a man of ideas who changed the world for better or worse, a man who

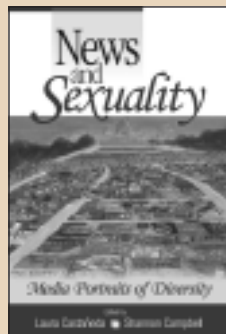
understands that words are often more important than deeds. In focusing on the key moments of the Reagan presidency, Reeves recounts the amazing resiliency of the "comeback kid"—a 70-year-old man who rebounds from a near-fatal gunshot wound, cancer, and the worst U.S. recession ever to forge one of history's amazing relationships with the leader of "the Evil Empire." Reeves, visiting professor of journalism at the Annenberg School for Communication, is an author, syndicated columnist and award-winning documentary filmmaker.



News and Sexuality: Media Portraits of Diversity

Edited by Laura Castañeda and Shannon B. Campbell
SAGE Publications, 2005

Assistant professors of journalism Castañeda and Campbell move from description to analysis to application in examining the history of media coverage of gay, lesbian, bisexual, transgender, and intersex (GLBTI) issues as well as coverage of important contemporary topics in the news, such as "Don't Ask, Don't Tell," the rise of GLBTI families, and AIDS. This volume, which contains original material written for this text, is designed to satisfy the requirement by the Accrediting Council of Educators in Journalism and Mass Communications that all journalism departments teach sexual diversity.



Washington Post wins Selden Ring Award

Reporters and editors from *The Washington Post* won the 2005 Selden Ring Award for Investigative Reporting for the paper's series exposing lead contamination in the District of Columbia water supply and the failure of public officials to inform and protect residents. The \$35,000 prize presented by the School of Journalism honors the year's outstanding work in investigative journalism that led to direct results.

"*The Washington Post's* work was a very important piece of journalism—important to every man, woman and child living in the District of Columbia, drinking its water and thinking it was pure. And it was important to the residents of other cities whose water is contaminated by lead and other toxic substances," says **MICHAEL PARKS**, the Pulitzer Prize-winning former editor of the *Los Angeles Times* who now serves as director of USC Annenberg's School of Journalism.

The award was established in 1989 by Selden Ring, a Southern California business leader and philanthropist, to honor journalists whose investigative reporting informed the public about major problems or corruption in society and yielded concrete results. Visit annenberg.usc.edu/seldenring for details about the 2006 award.



School of Journalism director Michael Parks, right, presents the Selden Ring Award to Gabriel Escobar, city editor of *The Washington Post*, last February.

One-of-a-kind public diplomacy degree program launched

The **USC ANNENBERG SCHOOL FOR COMMUNICATION** and **COLLEGE OF LETTERS, ARTS & SCIENCES** are jointly offering the world's first degree program in public diplomacy. The two-year master's program includes graduate-level classes on topics such as international broadcasting, cultural diplomacy, corporate citizenship and images, and historical approaches to public diplomacy.



Nicholas J. Cull

"In an increasingly democratic world, leaders of this nation—as well as the leaders of other countries, businesses and non-governmental organizations—know that they need to find more effective forms of communication," says USC Annenberg Dean **GEOFFREY COWAN**, who created the program with USC College Dean **JOSEPH AOUN**. Professor **NICHOLAS J. CULL**, formerly professor of American Studies and director of the Centre for American Studies in the Department of History at Leicester, will run the program.

The Master's in Public Diplomacy (MPD) program has been designed for students and mid-career professionals who will become the leaders of the next generation of public diplomacy efforts. Students accepted into the program will have a substantial undergraduate background in social sciences or professional experience in areas such as communication, public relations, media studies, journalism, political science and international relations. In addition to studying traditional forms of public diplomacy—such as government-sponsored cultural, educational and informational programs, and broadcasts such as the BBC World Service—students will examine new avenues for influencing and shaping the worldview of citizens of foreign countries, including blogs, independent news organizations such as Al Jazeera, and non-governmental organizations.

In addition to the new degree program, USC is home to the Center on Public Diplomacy, which has arranged for MPD student internships at consulates in Los Angeles, several leading foreign policy agencies in Washington, D.C., the European Union and Sesame Workshop. Created and run jointly by USC Annenberg and the College's School of International Relations, the center conducts research and hosts conferences, seminars and lectures that feature the leading voices in public diplomacy. The Center's Web site (www.uscpubliediplomacy.org) has become the national leader in encouraging and promoting vigorous debate on the opportunities and benefits of public diplomacy.

Singhal receives first Rogers Award for entertainment-education achievement

ARVIND SINGHAL, a noted communication scholar, author and Ohio University professor, is the first recipient of the Everett M. Rogers Award for Achievement in Entertainment-Education. Administered by USC Annenberg's **NORMAN LEAR CENTER**, the award is given in memory of **EVERETT M. ROGERS**, former associate dean and Walter H. Annenberg Professor of Communication at USC Annenberg.



Rogers Award recipient Arvind Singhal, left, chats with professors Peter Clarke and Doe Mayer.

The Rogers Award honors exceptional creativity in entertainment-education, and excellence in research on the use of entertainment to deliver pro-social messages aimed at improving the quality of life of audiences in the United States and abroad.

"Everett Rogers was an exceptional scholar and teacher who shared Walter Annenberg's vision that communication be used as a tool for public good," says USC Annenberg Dean **GEOFFREY COWAN**. "Ev inspired a generation of communication scholars at USC and later at the University of New Mexico. We are delighted the first Rogers Award is being presented to one of his former students at USC Annenberg, who is breaking new ground in the field of entertainment-education."

Singhal is a professor and presidential research scholar in the School of Communication Studies at Ohio University. He teaches and conducts research on diffusion of innovations, mobilizing for change, strategic communication plan design and

NEWS briefs

High marks for School of Journalism

In May, the Accrediting Council on Education in Journalism and Mass Communications approved full re-accreditation of USC Annenberg's School of Journalism. Among the strengths cited by the on-site evaluation team were a renewed sense of vigor, focus and pride; heavy investment in state-of-the-art facilities and equipment; a mix of highly accomplished senior practitioners and talented junior faculty; confident, focused management supported by generous resources; outstanding professional-development centers and affiliated programs, and particularly strong student advising.

implementation and entertainment-education communication strategy. As part of the award activities, Singhal presented key research findings on Sept. 28 at the inaugural Everett M. Rogers Colloquium, held at the USC Annenberg School for Communication under the auspices of the Norman Lear Center

Singhal has authored or edited eight books, including the forthcoming *Communication of Innovations: A Journey with Everett M. Rogers*. His *Combating AIDS: Communication Strategies in Action* and *Entertainment-Education: A Communication Strategy for Social Change* received the National Communication Association's Applied Communication Division's Distinguished Book Awards for 2004 and 2000, respectively.

Singhal was chosen by a jury of prominent scholars in the field. **PETER CLARKE**, former dean of USC Annenberg and now a professor at USC Annenberg and at USC's Keck School of Medicine, led the selection committee.

New lecture series honors Loper

Philanthropist H. Russell Smith has endowed a new lecture series in honor of longtime professor **JAMES LOPER**. The **JAMES**



James Loper

L. LOPER ENDOWED LECTURE SERIES IN PUBLIC SERVICE BROADCASTING will bring the world's finest practitioners of public service broadcasting to the school each year. USC Annenberg alumnus and professor James Loper served as the first chairman of the PBS board and also was president and CEO of KCET-TV in Los Angeles. The inaugural speaker was **MARY BITTERMAN**, current PBS board chair and executive director of KQED-TV in San Francisco. Bitterman, a former director of Voice of America, delivered a lecture Nov. 10.

Winston to students: Ask, and listen

USC Annenberg held a formal dedication ceremony honoring the appointment of **DIANE WINSTON** as the inaugural holder of the Knight Chair in Media and Religion. At the April 8 event, Winston noted, "I want to teach students not only to ask the right questions but also to hear the real answers. I want to challenge journalists to seek out different voices and tell new stories. And I want to offer opportunities for the community at large to reflect on the many ways in which religion, spirituality, values, and ethics intersect our lives." Attendees included Hodding Carter III, president and CEO of the John S. & James L. Knight Foundation, which funded the chair.

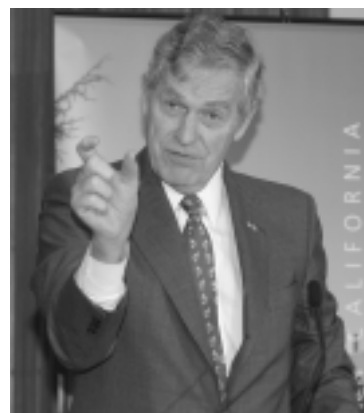


Diane Winston

CEO of the John S. & James L. Knight Foundation, which funded the chair.

Wirth champions public service careers

TIMOTHY WIRTH, the former U.S. Senator and Undersecretary of State for Global Affairs, delivered the keynote address at the 2005 Walter H. Annenberg Symposium. Wirth, who now heads the United Nations Foundation, chose as his topic "Public Diplomacy and Communication." He noted that in 1969, when Walter H. Annenberg was appointed Ambassador to the Court of St. James, he "had a wide range of public diplomacy tools at hand," ranging from the Peace Corps and the Fulbright Scholars Programs to the U.S. Information Agency and foreign aid. Today, Wirth said, "The resources available to our diplomacy are much thinner than they were 30-40 years ago—and getting even scarcer." Wirth encouraged student participants in the symposium to consider careers in public service, and to take advantage of the resources of the USC Center on Public Diplomacy. The Annenberg Symposium is presented annually by the USC Annenberg School for Communication and the Annenberg Center for Communication. Wirth's speech is available on the USC Annenberg Web site as both text and video.



TIMOTHY WIRTH makes a point at the 2005 Walter H. Annenberg Symposium.

Journalism students capture honors

"Impact," the TV newsmagazine produced by USC Annenberg students, took first place in the 2004-05 College Television Awards for TV Magazine Shows. The award, presented by the Academy of Television Arts & Sciences, honors the work of producers and broadcast journalism majors **BRITTANY GRAHAM** (B.A., 2005), **THIBAUT WORTH** and **AUDREY KIM** (both M.A., 2005). Alumnus and lecturer Dan Birman is faculty adviser for "Impact."

KATHERINE BECK was named Student Photojournalist of the Year by the Press Photographers Association of Greater Los Angeles. The winner of the portfolio competition, Beck was honored at the PPAGLA annual awards dinner on March 13 in Studio City, Calif. Beck, a print journalism student, is a junior.

In March, **DANIEL KONECKY** received the Art Buchwald Scholarship, awarded to a USC Annenberg journalism major who demonstrates, in Buchwald's words, "a flair for lampooning the fools and foolishness of our day." In July, Konecky won one of 12 Bayliss Radio Scholarships conferred by the John Bayliss Broadcast Foundation on "broadcast leaders of tomorrow." Konecky is a second year master's student in print journalism.

CONRAD IN COMMAND: HAIL TO THE CHIEF

A USC Annenberg exhibition showcases the Pulitzer Prize-winning wit of editorial cartoonist Paul Conrad

As an editorial cartoonist, three-time Pulitzer Prize-winner **PAUL CONRAD** has skewered 11 presidents—from Harry S. Truman to George W. Bush—over the course of six decades.

To celebrate Conrad's remarkable career and draw attention to the role of the cartoonist as political commentator and satirist, the USC Annenberg School for Communication presents "Conrad & the Presidents." The exhibit, which is free and open to the public, runs until May 19, 2006.

"As underlined by his three Pulitzer Prizes, Paul Conrad is an iconic figure," says USC Annenberg Dean Geoffrey Cowan. "I have admired his work for three decades and have long wanted to host an exhibition of his editorial cartoons, which so boldly, clearly and deftly convey his point of view. The impact of his work has been momentous, and his cartoons boldly demonstrate the power of political satire."

Presented in partnership with the Armory Center for the Arts, "Conrad & the Presidents" features nearly 48 cartoons on loan from the artist and the Huntington Library in San Marino. The exhibition spans Conrad's career and includes his prize-winning cartoons.

"Paul Conrad is one of the most brilliant [contemporary] editorial cartoonists, and I think one of the most brilliant of all time," writes Sara S. Hodson, curator of literary manuscripts for the Huntington Library, who manages a collection of more than 10,000 original Conrad cartoons. "One of the most important themes in Paul Conrad cartoons is the American presidency. As the most visible representatives of the nation's government, presidents have been some of the most frequent targets for Conrad's pen. Whether the subject is Nixon's tapes and the famous



Paul Conrad signs copies of his 1999 collection, *Drawing the Line*, for students Natasha Ratliff, left, and Rachel Rees. Below: Dean Geoffrey Cowan and Conrad at the exhibit's opening reception Oct. 5.



18-minute gap, or Bush's broken promise of 'Read my lips—no new taxes,' Conrad has probed the all-too-human failings of these larger-than-life figures."

Acclaimed as one of the nation's most notable and quotable editorial cartoonists, Conrad was chief cartoonist for the *Los Angeles Times* from 1964 to 1993. He continues to draw new cartoons four days a week and is syndicated internationally by Tribune Media Services.

A native of Cedar Rapids, Iowa, he began his career at the *Daily Iowan* while he was a student at the University of Iowa in the



late 1940s. After earning his B.A. in art in 1950, he joined *The Denver Post*, where he met and married the newspaper's society writer, Kay King. He remained at the Post, where he earned his first Pulitzer, until the couple moved to Los Angeles in 1964.

"Presidents learn the limits of their power when they find themselves on the end of Paul Conrad's pen," former NBC News anchor Tom Brokaw has observed. ■

STROKE THERAPY FOR THE PLAYSTATION ERA

Communication, Engineering, and Medicine schools bring three dimensions to virtual rehabilitation environments

A 50-year-old female stroke survivor, wearing stereoscopic goggles, clutches the handle of a stylus like a pen and twists her wrist to move a small ball through a maze-like tube on her computer screen. A menu bar at the top of the screen displays her scores, revealing how much time and force was exerted to complete the task.

Another stroke survivor, an 80-year-old man, holds a ball the size of an apricot in his impaired left hand, which he rotates in this virtual environment in order to place one set of blocks on top of another set. He doesn't "feel" the blocks touch each other, but his wrist movements are being tracked and precisely measured. The measurements will help his physical therapist gauge the difficulty level of his next therapy session.

Stroke patients like these, who face months of tedious rehabilitation to recover

Research Spotlight

function in affected limbs, are benefiting from the rise of haptics technologies. "Haptics, which adds the sense of touch to 3-D computing, lets stroke patients interact with virtual worlds by feel," says **MARGARET McLAUGHLIN**, professor of communication at USC Annenberg and a co-editor of *Touch in Virtual Environments*. Like computer games, virtual therapeutic environments can be vastly more entertaining than traditional rehabilitation and custom-designed to target specific motor skills in each patient, like grasping, squeezing, pushing and rotating the wrist.

Most of the fun stuff originates in a high-tech laboratory inside the USC Viterbi School of Engineering's Integrated Media Systems Center. An interdisciplinary team of researchers from engineering and the USC Annenberg School for Communication is collaborating with researchers at the Keck School of Medicine of USC to develop a variety of new haptics devices to let stroke patients get downright pushy with their rehab. In fact, the patients, who are all in neurorehabilitation at USC University Hospital, will soon be able to push, grasp, pinch, squeeze and throw objects in some novel new virtual reality tasks.

"It's very much like creating an aircraft simulator to test and train pilots," says Albert "Skip" Rizzo, a research scientist at USC's Institute for Creative Technologies. "But now we've created simulations that

can assess and rehabilitate a stroke patient under a range of stimulus conditions that aren't easily deliverable or controllable in the real world."

In 2004, IMSC researchers and their counterparts in the psychology department at the University of Texas, Austin, received a \$1.8 million grant from the National Institutes of Health to begin collaborative work on a variety of new haptics interfaces with researchers at the Keck School of Medicine of USC. "The need was there," says principal investigator Thomas McNeill, professor of cell and neurobiology, neurology and neurogerontology at the Keck School. "More than 700,000 people suffer a stroke each year and nearly 450,000 survive with some neurologic impairment or disability."

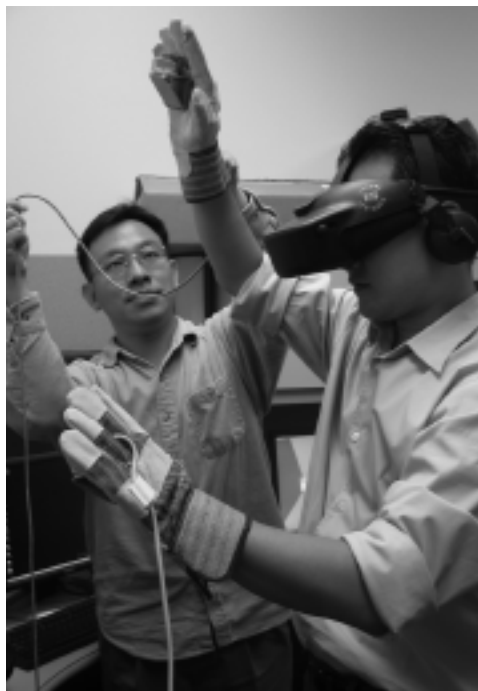
So a group of talented faculty and Ph.D. students working in IMSC's Haptics and Virtual Environments Lab—including McLaughlin, Rizzo, Younbo Jung, Wei Peng, Shih-Ching Yeh and Weirong Zhu—dove into new applications, including the "pincher." This device is designed for two-fingertip contact with virtual objects, say Zhu and Yeh, who write computer programs for the systems.

The cybertask works like this: The user dons a pair of stereoscopic goggles and puts a thimble on the forefinger; the thimble is connected to a robotic force-feed device, called a PHANToM. The stylus of a second PHANToM is affixed to the thumb. The two PHANToMs provide the sensation of force to the user's fingertips as she/he tries to pick up a 3-D cube and squeeze it small enough to fit through a narrow hole on the screen.

Another interface is the "mutual touch" task for hand-reaching and grasping exercises utilizing a "cyber grasp" exoskeleton, which fits over an instrumented data glove that

measures the position and orientation of the hand in a 3-D space. "The glove allows patients to feel the sensation of a solid object in their palms," says Yeh. "Among the tasks they might be able to perform are picking up a glass and inverting it to pour the liquid out or picking up books and stacking them on appropriate shelves."

In clinical pilot tests at the USC Keck School, stroke patients have reported "overall satisfaction" with the new computer tasks—like one "extremely enthusiastic" volunteer who wants to use the system at home. "It's not easy to keep patients motivated and engaged in daily, repetitive exercises," McLaughlin says, "so if they are enjoying the tasks, they're likely to do better during rehabilitation."—*Diane Ainsworth*



Younbo Jung, right, reaches out to touch objects in a virtual environment he sees in his goggles, while fellow researcher Shih-Ching Yeh steadies the cable connection.

Research Briefs

GAP study: Public relations on upswing

2004 was a "bounce-back" year that saw strong growth in many key indicators of health for the PR profession, according to the third annual Public Relations Generally Accepted Practices Study (GAP III), published by the USC Annenberg Strategic Public Relations Center and sponsored by the Council of Public Relations Firms.



Jerry Swerling

JERRY SWERLING, SPRC director and principal investigator on the study, says, "The most stunning finding of GAP III is that according to hundreds of senior-level PR people, their CEOs now believe that PR is the No. 1 contributor to organizational success, ahead of marketing, finance, legal, sales and others." The complete report is on the USC Annenberg Web site.

Local News Archive releases two studies of political coverage

A USC Annenberg project analyzing English-language TV coverage of the fall 2004 elections by 44 local stations in 11 markets across the United States found that local stations devoted 12 times as much coverage to sports and weather than they did to coverage of local elections. "Local stations were fairly diligent about telling people where and how to vote," says **MARTIN KAPLAN**, Lear Center director and USC Annenberg associate dean. "If only they'd done as well at telling people who was running and what the issues were." The study was released at a Washington, D.C., news conference with Sen. John McCain (R-Ariz.), who has cited Local News Archive research in the past when introducing FCC licensing legislation.

A related Local News Archive study, the first comprehensive analysis of Spanish-language TV network coverage of U.S. politics, analyzed network and local news coverage by Univision and Telemundo stations in Los Angeles, Miami and New York in the weeks leading up to the 2004 local and national U.S. elections. The study found that political coverage on Spanish-language newscasts is somewhat less than on their English-language counterparts. However, Spanish-language stations covered a wider range of international issues, while English-language stations focused on the war in Iraq. "It's dispiriting that Spanish-language local news ignored local races as much as English-language news did," says Kaplan. "But Spanish-language broadcasters can teach their English-language counterparts something about the audience's appetite for international news."

Both reports are available at www.localnewsarchive.org.

The Way It Is (Or Should Be)

Cronkite urges broadcasters to educate viewership

When Walter Cronkite talks, people listen. The legendary newscaster expressed concern about the U.S. educational system and urged broadcasters to stress the importance of educating the public to their networks at the 2005 USC Annenberg Walter Cronkite Awards for Excellence in Television Political Journalism. The ceremony took place Sept. 27 on the USC campus.

"Those who are more concerned with profits than they are with performance—we should be doing our best to educate them, so they will hopefully understand the need to educate the population," Cronkite said. "If we fail at that, our democracy, our republic, is in serious danger."

He lauded the winners of the 2005 Cronkite Awards, which honor reporters and producers from local, public, network and cable stations, as well as network coverage of the 2004 election campaigns, for informing voters about the political process.

The biennial Cronkite Awards are administered by USC Annenberg's Norman Lear Center. Honorees include:

STATION GROUP: Hearst-Argyle Television

BROADCAST NETWORK: NBC News, "Meet the Press"


LOCAL STATION, LARGE MARKET: WCVB (Boston), WFAA (Dallas) and WFLA (Tampa, Fla.)

LOCAL STATION, MEDIUM MARKET: Wisconsin Public Television

LOCAL STATION, SMALL MARKET: KY3 (Springfield, Mo.)

LOCAL CABLE NEWS STATION: 6News (Lawrence, Kan.)

INDIVIDUAL ACHIEVEMENT: Three winners—reporter Robert Mak and producer Mike Cate, KING-TV (Seattle), Katie Moore, KOAA-TV (Colorado Springs, Colo.) and Randy Shandobil, KTVU-TV (Oakland, Calif.)

Winners participated as senior fellows at a symposium sponsored by the USC Annenberg Western Knight Center for Specialized Journalism titled "Beyond the Soundbite: Covering Politics and Public Affairs for TV," held Sept. 26-28 at USC. For more on the 2005 Cronkite Awards, visit www.reliableresources.org. 



ABC News correspondent and USC Annenberg assistant professor JUDY MULLER emceed the awards ceremony and later moderated a Q&A discussion with WALTER CRONKITE and more than 200 USC Annenberg students.

RESEARCH @ ANNENBERG (a partial list of funded projects and programs directed by USC Annenberg faculty)

PROJECT NAME	DIRECTOR	MAJOR SPONSOR
<i>Research Grants</i>		
Metamorphosis: Transforming the Ties That Bind	Sandra Ball-Rokeach	First 5 L.A.
Annenberg Research Network on International Communication	François Bar	Annenberg Trust
Corporate Reputation and the Mass Media	Craig Carroll	Reputation Institute/Lexis-Nexis Corporation
Black and Brown Perspectives: An Inter-Ethnic Exploration of Cross-Cultural Journalism in African-American & Hispanic-Serving Newspapers	Laura Castañeda/Shannon Campbell	USC Annenberg
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, California Vitamin Settlement Fund
Strategic Media Framing in Middle East Media Discourse	Geoffrey Cowan/Douglas Thomas	National Geospatial Intelligence Agency
Conference on World Public Opinion Research & the Middle East	Joshua Fouts	Annenberg Foundation Trust at Sunnylands
Wireless Alternatives for Internet Connectivity in Rural Latin America	Hernan Galperin	International Development Research Center
El Clamor Público: 150 Years of Latino Newspapers in Southern California	Felix F. Gutierrez	USC Annenberg, Huntington-USC Institute on California and the West, Haynes Foundation
Measuring Effects of Educational Games	Kwan Min Lee	Ministry of Education, South Korea; Korea Game Industry Development Agency (KGIDA)
Borchardt Older Adults Technology Initiative	Margaret McLaughlin/Maryalice Jordan-Marsh/Michael Cody	Borchardt Foundation
Virtual Environments for Stroke Rehabilitation	McLaughlin/Albert Rizzo	National Institutes of Health
Socially Optimized Learning in Virtual Environments	Lynn Miller	USC Provost's Center for Interdisciplinary Research Fellowship
Personality-Enabled Architecture for Cognition (PAC)	Miller/Stephen Read	U.S. Air Force Office of Scientific Research
Virtual Sex: Real Risk Reduction for MSM	Miller/Read/Robert Appleby	National Institute of Allergy and Infectious Diseases/ National Institutes of Health
Research Supplements for Underrepresented Minorities	Miller/Read/Appleby	National Institute of Allergy and Infectious Diseases
National Health Survey	Sheila Murphy	Annenberg Trust
Television Monitoring Project	Murphy/Cody/Vicki Beck	Centers for Disease Control and Prevention
Pre-Event Message Preparation for Terrorism	Murphy/Deborah Glik/Cody	National Institutes of Health
William O. Baker Papers	A. Michael Noll	Andrew W. Mellon Foundation
User-Directed News	Larry Pryor/Albert Rizzo	Integrated Media Systems Center, an NSF Engineering Research Center
Leadership in a Virtual World: Narrative, Communication and Presence	Patricia Riley	U.S. Army
Media Analysis of Middle East Rhetorical Theory	Riley	Central Intelligence Agency
Global Communication: Struggles and Sustainability	Riley/Janet Fulk	Annenberg Trust
Annenberg Studies on Computer Games	Ute Ritterfeld	Annenberg Trust
Impact of Entertaining Media on Children's (Impaired) Language Acquisition	Ritterfeld/Peter Vorderer	German Research Foundation
Content Analysis of Gender Role Portrayals in Television & Film	Stacy Smith	Dads and Daughters
GAP IV: Public Relations Generally Accepted Practices	Jerry Swerling/Ian Mitroff	Home Depot, Nike, GM, Raytheon, Nissan, Weber Shandwick, Avery Dennison
Public Diplomacy and Virtual Worlds	Douglas Thomas/Fouts	Richard Lounsbery Foundation

PROJECT NAME	DIRECTOR	MAJOR SPONSOR
<i>Sponsored Projects & Centers</i>		
Annenberg Institute on Youth and Media	Smith	Annenberg Trust
Annenberg Networks Network	Peter Monge	USC Annenberg
Celebrity, Politics and Public Life	Steven Ross	Norman Lear Center
Center for Communication Law and Policy	Simon Wilkie	Individual Donor
Center for the Digital Future	Jeffrey Cole	U.S. Department of Defense, corporate partners
Center for Health and Medical Communication	Peter Clarke	USC Annenberg
Center on Public Diplomacy	Fouts	Annenberg Trust
Center for the Study of Journalism and Democracy	Jay Harris	Annenberg Trust
Communication Technology and Social Policy in the Digital Age	Larry Gross	Annenberg Trust
Conference on Corporate Identity/Associations Research Group	Craig Carroll/Michael Kamins	SPRC, USC Marshall School of Business
Creativity, Commerce and Culture	David Bollier/Laurie Racine	Center for the Public Domain
Everett M. Rogers Award for Achievement in Entertainment Education	MartinKaplan/Peter Clarke	USC Annenberg
USC Annenberg/Getty Arts Journalism Program	Sasha Anawalt	J. Paul Getty Trust
Grand Intervention Project	Kaplan	Annenberg Center for Communication
Haptics Lab	McLaughlin	Integrated Media Systems Center, an NSF Engineering Research Center
Hollywood, Health and Society	Beck	Centers for Disease Control and Prevention, National Cancer Institute
Image of the Journalist in Popular Culture	Joe Saltzman	USC Annenberg, Norman Lear Center
Institute for Justice and Journalism	Steve Montiel	Ford Foundation
Japan Media Review	Larry Pryor	U.S. Department of Education, School of East Asian Languages and Culture
Lear Center Local News Archive	Kaplan	The Joyce Foundations, Carnegie Foundation
Local Broadcast News Initiative	Patricia Dean	Annenberg Trust
NEA Arts Journalism Institute	Anawalt	National Endowment for the Arts
News21	Michael Parks/Judy Muller	Carnegie-Knight Initiative for Journalism Education
Norman Lear Center	Kaplan	Lear Family Foundation
Online Journalism Awards	Parks	USC Annenberg, Online News Association
Selden Ring Award for Investigative Journalism	Parks	Douglas Ring
Sexual Orientation Issues in the News	Larry Gross	David Bohnett Foundation, Gill Foundation
Specialized Journalism Program in Science and Technology	Parks/K.C. Cole	Carnegie-Knight Initiative for Journalism Education
Strategic Public Relations Center	Jerry Swerling/Ian Mitroff	Home Depot, Nike, GM, Raytheon, Nissan, Weber Shandwick, Avery Dennison
U.S. Canada Fulbright Chair in Public Diplomacy	Fouts	U.S. Canada Fulbright Commission
USC Annenberg Walter Cronkite Award for Excellence in Television Political Journalism	Kaplan	USC Annenberg, Norman Lear Center
Western Knight Center for Specialized Journalism	Vikki Porter (with UC Berkeley)	John S. and James L. Knight Foundation

MID-CAREER PROGRAMS STRETCH JOURNALISTS' MUSCLES

From online seminars to on-site investigations, participants and fellows engage in odysseys of the mind

USC Annenberg has launched two new mid-career journalism programs. The **CALIFORNIA ENDOWMENT HEALTH JOURNALISM FELLOWSHIPS** took professional development on the road, enabling California journalists working in print, broadcast and ethnic media to participate in in-depth regional professional development workshops that focused on medical, health care, and health care justice reporting. Up to 100 journalists will attend these workshops annually, thanks to a \$1.8 million grant from the California Endowment.

During the inaugural year, workshops were offered in the San Diego/Mexican Border region (courses on immigrant health, border health issues and health disparities); Sacramento and Points North region (courses on the legislative battle to insure all children in California, and on disparities in health at different stages of the life cycle); the Bay Area (workshops on pitching and preparing compelling health care stories, understanding medical statistics, and a computer-assisted reporting course that shows journalists how to create databases that allow them to conduct high-quality investigative reports on local hospitals); and the Central California region (field trips and lectures exploring the links between the community environment and public health).



Above: Bay Area fellows visit McClymonds High School in Oakland, which has a state-of-the-art health center for inner-city teens. Above right: Laura Florez, health reporter for The Visalia Times-Delta, interviews an Oaxacan immigrant in the Central Valley about living conditions in her crowded, spartan apartment.



Knight Center explores immigration, local government, and Native American issues

The **WESTERN KNIGHT CENTER FOR SPECIALIZED JOURNALISM** sponsored an online forum titled "Showdown at the Border: Critical Issues in Covering U.S. Immigration and Border Policy." Sixty journalists joined the two-part discussion, which examined the legislative, political and operational issues involved in U.S. immigration policy.

Other recent Western Knight Center workshops and seminars included "Going Beyond the Agenda: Investigating Local Government," which focused on watchdog techniques for investigating local and state government (held in conjunction with the School of Journalism's Selden Ring Awards for investigative journalism), while "Covering Native Americans in the 21st Century" took 20 journalists on a multi-state journey into the heart of "Indian Country" to examine topics including sovereignty, Native American health issues, resource management and gaming.

Getty Fellows sharpen their skills

Seven distinguished arts journalists from across the country and abroad participated in the **2005 USC ANNENBERG/GETTY ARTS JOURNALISM PROGRAM**. This three-week program helps working arts journalists and editors strengthen their intellectual

and analytical skills, increase the depth and breadth of their understanding of issues of social and economic policy that have an impact on the arts, and expose them to the vibrant arts community in Southern California. The 2005 Getty Fellows met with renowned artists, curators, directors and journalists, and attended rehearsals, performances and exhibitions at such venues as the Getty Center, Walt Disney Concert Hall, the Museum of Contemporary Art, the Huntington Museum and Gardens and Watts Towers. They also made field trips to view architecture by R.M. Schindler and Richard Neutra.

Border Justice Fellows go directly to the source

The **INSTITUTE FOR JUSTICE AND JOURNALISM** selected 17 journalists for its yearlong Border Justice Fellowships. They participated in an eight-day "rolling seminar" along the U.S.-Mexican border held in conjunction with the Western Knight Center for Specialized Journalism. The fellows experienced ground-level realities of border justice issues in San Diego, California; Tijuana, Baja California Mexico; Tucson, Sells and Douglas, Arizona; the borderlands reservation of the Tohono O'odham Nation; and Agua Prieta, Sonora Mexico. ■

Critical consensus—for 3 days, anyway

USC Annenberg, in partnership with five professional associations for arts critics, presented the first National Critics Conference at the Omni Hotel in downtown Los Angeles. More than 400 arts writers, critics, editors, scholars and educators attended the three-day event in May, whose theme was "Critical Unity in Critical Times." It was the first time that the national critics' organizations for dance, fine arts, classical music, jazz and theater critics gathered simultaneously.



Philanthropist and civic/business leader Eli Broad gave a keynote luncheon speech during the National Critics Conference. His message: Los Angeles is one of the most vibrant and wide-ranging cultural centers in the world.

humans possess. It's the way that we survive," he said. "You are the artists' closest ally, their conduit to reach the larger, indifferent and scattered culture."



Trojan Debate Squad alumni returning to campus for the celebration included Names TK (left photo) and Names TK (right photo).

Celebrating debating

More than 100 former and current members of the **TROJAN DEBATE SQUAD** gathered at USC's Town & Gown this spring for a banquet celebrating the squad's 125th anniversary. Alumni from as far back as the 1940s were joined by former coaches **RANDY LAKE** and **TOM HOLLIHAN** along with current coaches **GORDON STABLES** and **DAVID DAMUS**, who prepared a slide show portraying the squad's rich history. Debate alumni from different eras shared their recollections of their time on the squad. Founded in 1880 as the university's first chartered student organization, the Trojan Debate Squad became part of the USC Annenberg School for Communication in 1994.

Writers, pundits take on "The Big Lie"

USC Annenberg, in partnership with USC's Los Angeles Institute for the Humanities, University Libraries, Office of the Provost and College of Letters, Arts and Sciences, presented "The Big Lie? News, Media and the Fiction of Nonfiction" on April 2. This daylong conference featured news professionals, humorists and novelists who examined the intersection of fiction and nonfiction at a time when the boundaries between news and entertainment seem increasingly porous. Featured guests included USC Annenberg dean **GEOFFREY COWAN**, and faculty members **JUDY MULLER**, ABC News correspondent and National Public Radio commentator, and **ROBERT SCHEER**, syndicated columnist, author and radio host.



Clinical professor Robert Scheer, who teaches courses on media and politics at USC Annenberg, throws his two cents into "The Big Lie."

BLOGGERS KEEPING JOURNALISTS HONEST, PEARLSTINE SAYS AT BOARD RETREAT

Board of Councilors retreat addresses technology, community and society—and the necessity for a true and balanced press in these changing times

In the six years since the board last took a strategic look at where the Annenberg School was going, much has changed. From bloggers to podcasts, the dissemination of information gets more plentiful with each passing day. Norman Pearlstine, editor-in-chief of Time Inc. (only the fifth person to hold that title in the media giant's storied history), offered up a few observations of the challenges—and opportunities—facing the journalism profession today.

One of the significant things that has come along in the last couple years is the development of the Internet, the development of online distribution of content, and more specifically, the development of bloggers. And while I think it is easy to look at the ideological biases of certain bloggers or to look at just the proliferation of content and the data overload that we all live with, I believe that the Internet creates tremendous opportunities for journalism and that there are many people who are now writing for their own amusement, for the edification of friends, or for broader audiences who actually do some pretty good work.

If you go back to the origins of this country—and to the penny press that was meant to protect the nation through the First Amendment—there was a very robust collection of individual voices, some of which were accurate, many of which were not, but which really gave us the kind of democracy that we think we all deserve.

When I look at the bloggers, I frankly think that these voices have played an important role in keeping us honest [citing their watchdog role in the recent Dan Rather, Jayson Blair and Operation Tailwind controversies]. But I think there has to be a recognition that there's also a lot of misinformation, disinformation, bias in a lot of these reports. It certainly isn't helped when it appears that the White House has a paid staff reporter that's almost as big in the press corps as any other news organization and that further undermines credibility.

But I think that over time, the salient truthful voices will win out over the hysterical, biased, untruthful ones and that the proliferation of different outlets is a terrific end to the media concentration that so many people outside the media worry about and that so many of us inside find to be something of a non-issue because most of the big media organizations are sufficiently dysfunctional that we really don't know how to work together anyway.

One of the reasons that I am excited to be here tonight is that there has never been a time when journalism education has been more important—when discussion of developing basic skill sets for journalists has been more significant, when focusing on journalistic ethics and the role of a journalist has been more important, or when discussions about the meaning of “true,” “fair” and “balanced” has been more important or more significant. I think one of the most exciting things that give me some confidence about the future is that institutions like Annenberg have made such progress over the last few years. I really think that certainly at the undergraduate level I consider USC Annenberg today to be one of the top two schools of journalism in the country. The work that Geoff [Cowan] and Michael [Parks] and all of you who work with Geoff and Michael have been doing is absolutely extraordinary, and it is taking place at a time when we frankly have never needed it more. ■



Former Time Inc. editor-in-chief Norman Pearlstine.



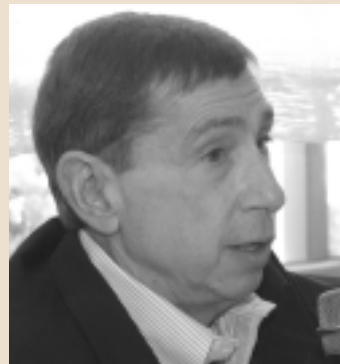
Ellen Wartella (UC Riverside), Larry Irving (Irving Information Group), and John F. Cooke (Western Territories Group).



Roland Hernandez (Hernandez Media Partners), Janet Dreisen, and Skip Stein (Commonwealth Capital Partners).



Jarl Mohn (The Mohn Family Foundation), Ronald Rogers (Rogers & Associates), Paula Madison (NBC 4), Samuel Wolgemuth (Tri-Artisan Capital Partners), and Louise Bryson (Lifetime Television).



Mickey Kantor (Mayer, Brown, Rowe and Maw), Bruce Ramer (Gang Tyre Ramer & Brown Inc.), Michael Pulitzer, consultant Andrea Van de Kamp, and Bradford Freeman (Freeman Spogli & Co.).



BOARD OFFERS INSIGHT, COUNSEL

Thirty leaders in media, entertainment and academia from across the country gathered in Santa Monica for the second planning retreat of the USC Annenberg Board of Councilors. With board chairman **John F. Cooke**, president and CEO of Western Territories Group, leading the discussion, members addressed key issues that included communication technology and the transformation of community and society, and challenges and opportunities for the future of journalism and journalism education.

"I am pleased to report today that USC Annenberg is one of the healthiest and most independent units on campus—and perhaps on any campus," noted Dean **Geoffrey Cowan** (above left, with **Wallis Annenberg** and **Charles Annenberg**), citing the School of Journalism's recent re-accreditation, the continued growth of the communication programs, and the newly created master's program in public diplomacy.

The Year of Norman Corwin *continued from page 1*

network: "Norman Corwin's Words Without Music"—an unheard of proprietary title for a rookie producer. Succeeding series enjoyed the same billing of proprietary titles: "26 by Corwin," "Columbia Presents Corwin," "Norman Corwin Presents." All of that frosting on the cake was due to a program manager who believed in encouraging young talent. When your name is in the title of a program, you are ready to break both legs to make each turn worth everybody's while. That's how and where I learned the importance of encouragement and opportunity. I want very much to see breaks like that come to my writers, my students.

Nelson: What about your blockbuster programs, of which there were several?

Corwin: The two biggest were commissioned by CBS. I'd like to be able to claim that I went to the network and said, "Wouldn't this or that make a great program?" But no, the reverse happened. They came to me.

Nelson: The two were?

Corwin: "We Hold These Truths"—a celebration of the 150th anniversary of our Bill of Rights. It was the first broadcast ever to be carried by all four commercial networks—hard to miss because we were on every



"I fear we are in peril of a sharp decline in prestige, power, and influence. What worries me especially is that our country's conception was the noblest in all human history."

station in the country. That program fell on Dec. 15, 1941, only eight days after Pearl Harbor. That very day I was on a train going west because Hollywood offered ideal casting opportunities. Well, I wasn't sure whether the program would be cancelled because the air

was constantly full of war news. The sudden shock of finding ourselves caught up in a world war was very powerful. So there I was traveling on the Santa Fe Chief train. When it stopped at Kansas City for 20 minutes, I hurried up to the station above the tracks and tried to reach Washington by telephone—this was Dec. 7, remember—to ask whether the program was still on. And of course, all the lines were busy, so I sent a telegram asking "Are we still in business?" At Albuquerque the next morning there was a wired response saying, "The President thinks it's more important now than ever to proceed with the program."

Anyway, the war gave me a finish to the program. When I reached Hollywood, a great many stars were eager to get on that program because it was at least a patriotic service they could perform right away. The cast included Jimmy Stewart as narrator, with the support of Orson Welles, Edward G. Robinson, Lionel Barrymore, Rudy Vallee and other greats of the day.

Nelson: You'll be 95 when this sees print. Your father was the oldest man in Massachusetts at 110. He would have been the oldest man in America if he lived a few months longer. Your brother, Emil, is still

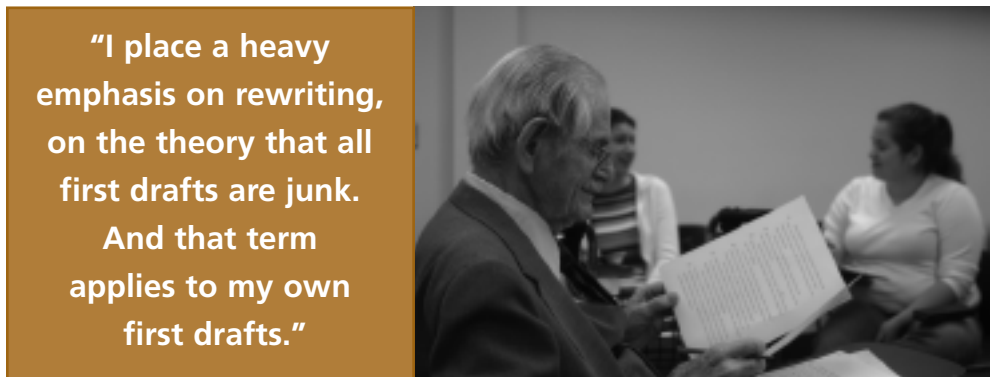
going strong at 102. He was the oldest federal employee when he retired a few years ago. What is it about your life other than good genes that's kept you alive and productive so long?

Corwin: I think the credit goes mainly to good genes. Perhaps also to the fact that I made a very poor smoker in my youth. I would get nosebleeds and sore throats, so I had no trouble giving it up.

Nelson: Let's talk about some of the illustrious people you knew. You probably ran across Marilyn Monroe in your day.

Corwin: I did, and in a memorable way. I had met her at a dinner party, in the course of which she asked me if I knew Arthur Miller. (She was then not even dating him). I said I did know Miller, and she took interest in that fact. A couple of weeks later my agent, who was also hers, called me to say that Marilyn had read a script of mine and been attracted to it. The agent suggested that she call to tell me. So she did. I picked up the telephone and heard that unforgettable voice ask whether I was Norman Corwin. I admitted I was, and she said, "This is Marilyn Monroe. Do you remember me?" That has to be one of the great lines in Hollywood history.

Nelson: Did you pay much attention to



"I place a heavy emphasis on rewriting, on the theory that all first drafts are junk. And that term applies to my own first drafts."

other journalists' responses to your work?

Corwin: No, I was always engaged in getting out a new program week after week, and did not have time to relish good notices or mourn over poor ones. I was very fortunate that CBS, unlike the network of today, didn't bother to rate the audiences of "sustaining" (non-commercial) programs like mine. Indeed, I was on the air opposite Bob Hope, then the number one program in all America, but CBS didn't care about that alignment. It felt that Hope's audience and mine were mutually exclusive. That degree of freedom from ratings today is unobtainable anywhere across the spectrum. When the network asked me to have a script ready for

the end of the war in Europe, never once did any executive ask me, "What's your approach going to be? How much will it cost? Whom will you cast? Can we see an outline?" The first that the brass of the network heard of the program was when it was broadcast.

Nelson: There was a second big commission you mentioned. Tell us about that. What was it called?

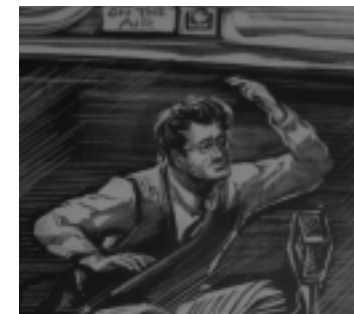
Corwin: "On a Note of Triumph." It's enjoying its 60th anniversary this year. In fact, it's been played on each anniversary of V-E Day over these many years, and may again be played this year. *(It was.—Ed.)*

Nelson: I want to quote a student of ours, Joshua Talley. He liked you so well he signed up for two of your classes. Josh said,

<p>1910</p> <p>MAY 3: Norman Corwin is born in East Boston, the third of four children born to Samuel and Rose Corwin.</p>	<p>1927</p> <p>Corwin begins his working career, first as a reporter for the <i>Greenfield</i> (Mass.) Reporter, and later for the <i>Springfield</i> (Mass.) Reporter.</p>	<p>1930</p> <p>Corwin becomes an announcer/interviewer for radio station WBSA in Springfield, and launches "Rhythms and Cadences." "Radio is a stage with a bare set," he later wrote. "This is not a deprivation, but an advantage, for a bare proscenium should be as inviting to a radio playwright or director as a bare wall is to a muralist, as a silent organ was to Bach."</p>	<p>1938</p> <p>CBS offers Corwin a job as radio director, forcing him to take an on-the-job crash course in radio engineering and audio production; CBS broadcasts "Norman Corwin's Words Without Music"—the first time a writer or director is billed in a show's title.</p>	<p>1941</p> <p>CBS offers Corwin a new radio show, "26 by Corwin," which requires him to compose, produce and direct a new half-hour radio drama every week for six months. He also writes and directs "We Hold These Truths," a celebration of the Bill of Rights, which attracts more than 60 million listeners—the largest-ever audience for a radio drama.</p>	<p>1942</p> <p>The U.S. Government asks Corwin to direct the nation's first war-time radio series. Like "We Hold These Truths," "This is War!" is broadcast simultaneously on all four major radio networks. Corwin directed 12 of the 13 programs in this series, which leads to a co-production between CBS and the BBC, "An American in England."</p>	<p>1944</p> <p>Corwin's masterpiece, the one-hour live broadcast of "On a Note of Triumph," airs on V-E Day. Many regard it as the greatest radio program of the 20th century. By popular demand, the program is repeated a week later and subsequently released as a set of 78-rpm records. Corwin's script is later published as a book.</p>	<p>1949</p> <p>The United Nations hires Corwin to produce six programs for UN Radio, for international broadcast.</p>
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95 by Corwin:
A Timeline

(For more information, visit www.normancorwin.com.)



The Year of Norman Corwin *continued from page 15*

"He made me believe in myself. Norman found a reason for every student to believe in himself and then provided criticism to make us even better. He's so humble. He knows everybody, and he's done everything, but his full attention is always on that student. It's real cool to sit in the same room with someone who has this perspective." So what do you try to do in your classrooms?

Corwin: I believe there is in every ambitious writer, potential talent that he/she may not even recognize because they have not been afforded the opportunity to write imaginatively or in a way that calls on deep resources. Sometimes they're not even aware that they have those resources. My approach is distinct from that of searching only for bugs, for what's wrong. I lay heavy emphasis on what is right, because that too often escapes the awareness of a writer who turns in a great phrase or an association of words that may be unique and original. I also place emphasis on rewriting, on the theory that all first drafts are trash. And that applies to my own first drafts. I think it's terribly important to read, to watch television and movies, and listen to radio, to read books, magazines, newspapers, even when the material is poor. A student should learn what makes it poor.

In sum, I urge my students to read widely. I believe in the benefits of intellectual osmosis.

Let me tell you that as a kid I wandered into a branch library in Boston—this was before the day of radio. I learned to my surprise that one could take out books, that they would trust you with even more than one book! So I borrowed some that happened to be over my head. I remember John Keat's *Endymion*, a long and super-charged poem. I didn't understand most of it but I was aware that it made great music, and that was good enough for me.

I think one is fortunate to be born into a great language, and English is the greatest. It's a vacuum force that sweeps up words and terms from Sanskrit and Greek and Latin and a host of other tongues. Its vocabulary is perhaps 10 times that of Italian, though Italian I must say is very beautiful to hear, speak, write and sing, and so is French and Spanish and Russian, and for all I know Chinese and Japanese. In any case English remains the master language. One is lucky to know and use it, for which and I thank my stars.

Nelson: You started out as what our friend Ed Guthman calls an ink-stained wretch. What did you learn from your newspaper experience?

Corwin: It was my liberal arts course. I covered everything: courts, crime, ladies club events, lectures, movies. One was forbidden on that particular newspaper at that time to have a byline, unless it was fictional. When a linotype operator wanted to fill up a pied line and discard it, he would run his fingers down both sides of the keyboard, and the words that ensued from that were ETAOIN and SHRDLU. I took those as my pseudonym. The paper got an angry letter: "Why do you allow foreigners to write columns for you?"

Nelson: You're a keen observer of journalism. What do you think the state of journalism is in this country now?

Corwin: I think journalism is as rich in talent as it has ever been. What I deplore is a tendency to exploit elements not worth exploiting.

Nelson: You've lived through a lot of crises. You remember the First World War, you lived through the Second World War. You remember the Depression, the McCarthy period, Vietnam, Watergate. You could say we're in a time of crisis now. How do you assess our national political situation now and the quality of our leadership?

Corwin: I fear we are in peril of a sharp decline in prestige, power, and influence. I

join those who think the current administration is vigorously right wing and I regret that we have to give it a low mark. What worries me especially is that our country's conception was the noblest in all human history. Brilliant men guided us into the Revolution and beyond. And when early in our history things went amiss, especially in the Alien and Sedition Acts under the administration of John Adams, we soon corrected our course and, even in the face of many later trials, we've been able so far to avoid the decay that seems, alas, to afflict many countries in their careers.

We are the most powerful nation ever. The British Empire, the Roman Empire, the Spanish Empire all failed. And I am worried about prospects that now menace us. Yes, ancient Rome was great and other ancient civilizations were great, but our ultimate greatness, I should like to think, lies before us.

Nelson: A last question. On your 75th birthday we did a series of essays titled Thirteen for Corwin. I wrote an essay that said that we viewed your 75th birthday as the first half of your professional life. Well,

"I believe there is in every ambitious writer, potential talent that he/she may not even recognize because they have not been afforded the opportunity to write imaginatively or in a way that calls on deep resources."




Corwin with Good Night, and Good Luck writer-director George Clooney Oct. 1.

maybe the portion is a little smaller now, but I would say you maybe have a third left of your professional life. What are you going to do in the last third?

Corwin: I hope I will not lose memory because I would deplore the absence of old and good friends in and beyond the English vocabulary. Already I have felt the strain of living a long time. One slows down, especially if one falls down, and that has happened to me. I now depend on a walker, which is a help, but a resented help. All that aside,

there are great writers around and about us. They have produced some marvelously eloquent philippics—masters who have written powerful alarms. We do not lack for talent.

Nelson: Well, thank you, Norman, for sharing your professional accomplishments in many arts over the decades, and especially for sharing your encouragement with our students and faculty. We trust that you'll do this for generations to come.

Corwin: Well, for weeks to come, in any case. And thank you very much. 

1957

Corwin's script for the film *Lust for Life*, based on Irving Stone's biography of Vincent Van Gogh, receives an Oscar nomination for Best Adapted Screenplay. Subsequent big-screen efforts include *The Naked Maja* (1959), *The Story of Ruth* (1960) and *Madison Avenue* (1962).

1971

Westinghouse Group W airs "Norman Corwin Presents," his first weekly TV series. Five years later, for the nation's bicentennial, he writes and directs *Together Tonight: Hamilton, Jefferson, Burr*, which tours nationally.

1979

Corwin joins the journalism faculty at USC.



1983

Corwin publishes the best-selling *Trivializing America: The Triumph of Mediocrity*, which lambastes modern American culture.

1991

On the 200th anniversary of the signing of the Bill of Rights, every radio network in the country carries a re-broadcast of "We Hold These Truths." The new production receives six major awards.

1995

National Public Radio re-broadcasts "On a Note of Triumph." NPR subsequently airs 13 of Corwin's favorite programs, and has him write and direct six new one-hour radio dramas.

2005

APRIL: Corwin is featured on NPR's revived "This I Believe" series, and his 1941 broadcast of "We Hold These Truths" is selected for inclusion in the National Recording Registry. **MAY:** Corwin turns 95. USC Annenberg and the Museum of Television and Radio present a celebration at the museum. Radio stations nationwide mark the 60th anniversary of

"On A Note of Triumph" by re-broadcasting it. The Los Angeles County Board of Supervisors honors Corwin. **OCTOBER:** Corwin receives the Audio Luminary Award at the Third Coast International Audio Festival, a celebration of the best documentary and feature work produced for radio and the internet.

FACULTY NEWS

FACULTY NEWS



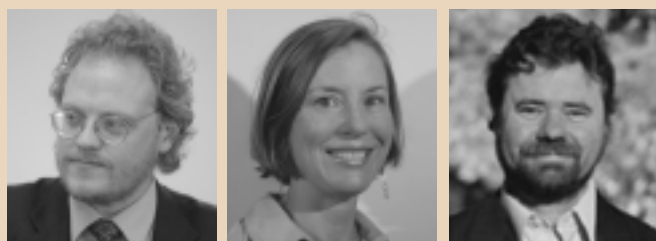
Sarah Banet-Weiser Larry Pryor Stacy Smith

Three professors granted tenure

Associate professors **Sarah Banet-Weiser**, **Larry Pryor** and **Stacy Smith** have been granted tenure, USC Provost Lloyd Armstrong Jr. recently announced. Banet-Weiser's teaching and research interests include feminist theory, race and the media, children's media, popular culture, and national identity. She is the author of *Most Beautiful Girl in the World: Beauty Pageants and National Identity*. Pryor, who joined the USC Annenberg faculty as a senior lecturer in 1987, teaches online writing and reporting. He conducts research on immersive, 3-D technology and the use of perspectives in digital technology. Smith joined the USC Annenberg faculty from Michigan State University, where she was an assistant professor of communication from 1999-2003. Her research focuses on developmental differences in children's reactions to mass media, particularly youngsters' responses to violence in the news (related story, page 1).

New faculty, visitors join Annenberg

Nicholas Cull has joined USC as professor of public diplomacy and director of the master's degree program in public diplomacy, a joint program of USC Annenberg and the USC College of Letters, Arts and Sciences. Cull comes to USC from University of Leicester in the United Kingdom. **Eytan Gilboa** has also joined the public diplomacy faculty as a visiting professor for the fall semester. **Andrea B. Hollingshead** has joined USC Annenberg as associate professor of communication and chair of the communication management committee. She hails from the University of Illinois Urbana-Champaign, where she held a joint appointment in speech communication and psychology. Her research addresses group ineffectiveness. **Simon Wilkie** has been named director of USC's Center for Communication Law and Policy, which is jointly sponsored by USC Annenberg and USC's Gould School of Law. He also is a visiting professor in the School of Communication, where he will teach telecommunications policy, and joins the Annenberg Research Network on International Communication. Wilkie was previously chief economist for the Federal Communications Commission and an assistant professor of economics at Caltech.



Nicholas Cull Andrea Hollingshead Simon Wilkie

facultynotes

Aronson tapped by provost to lead Annenberg Center

Communication professor **Jonathan Aronson** has been named by USC Provost **Max Nikias** as the new executive director of the Annenberg Center for Communication. "As a researcher, writer, and scholar, Professor Aronson has developed a unique expertise in international communication policy and globalization, which makes him particularly well-suited for this position," says Nikias. He also announced the creation of a Council of Deans, composed of the three deans from the Annenberg, Cinema-Television and Viterbi schools, respectively, with USC Annenberg dean **Geoffrey Cowan** serving as chair.



Festivities celebrate career of Beniger

Colleagues, friends, family and former students gathered at USC Annenberg on May 21 for a luncheon celebration of the career of Professor **James Beniger** (pictured, right, with his daughter, Katherine). The festivities included remarks by Dean Geoffrey Cowan and Professor Patricia Riley; guests' stories; and the presentation of a memory book to Jim and his wife Kay Ferdinandsen. Beniger retired in 2005 after an outstanding teaching career, first at Princeton and then at USC. His publications include *The Control Revolution*.



Castells honored on four continents

New School University awarded an honorary doctorate to USC Annenberg communication professor **Manuel Castells**, who holds the Wallis Annenberg Chair in Communication Technology and Society. After accepting his degree, Castells delivered the closing remarks at NSU's commencement ceremony in New York City. In the past year, Castells was also elected a Member of the Royal Spanish Academy of Economics and Finance, accepted the Order of Gabriela Mistral from Chilean president Ricardo Lagos, and was awarded the title of honorary professor at East China Normal University in Shanghai. Jurgen Habermas is the only other westerner to achieve the latter distinction.



Columbia alumni award presented to Saltzman

Journalism professor **Joe Saltzman**, director of USC Annenberg's Image of the Journalist in Popular Culture project, was awarded a 2005 Journalism Alumni Award from Columbia University's Graduate School of Journalism. Saltzman is an award-winning writer-producer whose groundbreaking documentaries for CBS-Los Angeles won more than 50 awards, including the Alfred I. duPont-Columbia University and the Edward R. Murrow awards. He earned his bachelor's in journalism from USC in 1961, and his master's from Columbia in 1962. In the past year, he has presented at the Media History and History in the Media Conference at the University of Wales, Gregynog; the Association for Education in Journalism and Mass Communication in San Antonio; the AFI-Washington Post-American University Film Festival; and the National Conference of the Popular Culture Association in San Diego.



facultynotes

Public relations professor **Craig Carroll** received a Mellon Award for Excellence in Mentoring April 19 at the award program's inaugural reception at the University Club. Carroll's Annenberg students have accepted jobs and internships from companies including Burson-Marsteller, Weber Shandwick, Edelman, Hill & Knowlton, DDB and the World Economic Forum. Carroll also gave a talk on "Global Media Literacy and Corporate Reputation" at the Chinese University of Hong Kong.

Journalism professor **Félix Gutiérrez** moderated the "Regional Identity and Racial Identity" session at Stanford University's Center for the Study of the American West conference on "Starting West: The Image and Identity of the West in National Media and Culture," which took place Feb. 24-25. His opening remarks and the following discussion for the national conference of scholars and journalists explored the region's changing demography and cultures and their impact on the rest of the nation.



Communication professors **Peter Vorderer** and **Ute Ritterfeld**, pictured, along with Cristoph Klimmt from Hannover University of Music and Drama, published "Enjoyment: At the Heart of Media Entertainment" in a recent issue of *Communication Theory*, the journal of the International Communication Association. Vorderer directs the entertainment education program at USC Annenberg's School of Communication. Ritterfeld directs the Annenberg Studies on Computer Games project.

Adjunct professor **Donna Mitroff** was honored by Girls Inc. at its 2004 Los Angeles Celebration Luncheon last November for her "demonstrated and exceptional commitment to promoting girls' rights and equality." Girls Inc. is a national nonprofit organization "dedicated to inspiring all girls to be strong, smart and bold." Mitroff is president of Mediascope, a Los Angeles-based nonprofit research and policy organization that promotes issues of social relevance within the entertainment industry.



Photojournalism professor RICK MEYER was the recipient of a 2005 "Teaching Has No Boundaries" award from USC. Honorees "represent the very best among our faculty who energize student learning and life at USC."



In Memoriam

Leroy Aarons, 1933-2004

Leroy Aarons, journalism professor and director of the USC Annenberg School's Sexual Orientation Issues in the News program, passed away Nov. 28, 2004, after a long battle with cancer. Aarons was a journalist, author, teacher and playwright whose assignments took him around the globe, and whose stewardship of *The Oakland Tribune* helped garner a Pulitzer Prize for the paper's 1989 coverage of the

Loma Prieta earthquake in the San Francisco Bay Area. He also spent 14 years as national correspondent for *The Washington Post*, serving as the paper's bureau chief in New York and Los Angeles.

In 1990 Aarons founded the National Lesbian and Gay Journalists Association, whose 1,300 members work with the news industry toward fairer coverage. He was a founding board member of the Maynard Institute for Journalism Education, a prime source of training for multicultural newsrooms.

As director of the Study of Sexual Orientation Issues in the News program, Aarons led research projects on media coverage of lesbian and gay issues and in 1999, published a landmark study, "Lesbians and Gays in the Newsroom: 10 Years Later." He developed a pioneering journalism course on covering diversity and successfully led the accrediting body for journalism and communication schools, Association for Education in Journalism and Mass Communication, to include issues of sexual orientation in its standards for accreditation.

In 1991, Aarons co-authored a radio docudrama with USC Annenberg dean Geoffrey Cowan, *Top Secret: The Battle for the Pentagon Papers*. The program won the Corporation for Public Broadcasting's Gold Award for best live entertainment program on public radio.

Aarons' book, *Prayers for Bobby*, the true account of a family coping with the suicide of a gay son, was published in 1995 by HarperCollins. He also is the author of an opera libretto, *Monticello*, which premiered in Los Angeles in 2001. Aarons is survived by his partner of 24 years, Joshua Boneh.

Victor Garwood, 1917-2004

Victor Garwood, professor emeritus of communication disorders, passed away in fall 2004. He was chairman of the department of communicative disorders, which was then housed in the College of Letters, Arts & Sciences. A nationally respected expert in acoustic and hearing problems, Garwood published widely on audiology, speech pathology and neurophysiology. He served as the first public school audiologist in Los Angeles and was the sole speech-language, audiology and hearing aid consultant in the California Department of Health Services.

"Professor Garwood had a wonderful sense of humor," recalls professor and associate dean for academic affairs Tom Hollihan. "He was a delightful, kind and gentle man who was passionately committed to his students and his profession." Garwood's former colleague, emeritus professor William Perkins notes that "Victor was a splendid colleague. He and his wife, Dorothy, loved to conduct archeological expeditions of Indian Country throughout the Southwestern United States." Garwood is survived by his wife and two children, Donald and Martha.

ALUMNINOTES

STAN CHAMBERS (B.A., Journalism, 1944), longtime KTLA reporter, was honored by the Society of Professional Journalists and KTLA/WB on July 30, at the Stan Chambers Lifetime Achievement Award Banquet.

ROBERT H. ELSNER (B.A., Journalism, 1955) has been elected chairman of the Palm Springs International Airport Commission. Elsner, who is CEO emeritus of the California Medical Association, was first appointed as an airport commissioner by the Palm Springs City Council in 2003. Earlier this year, he was recognized as a 50-year alumnus of USC's Skull & Dagger Society.

Trojan Debate Squad alumnus **RONALD WEINTRAUB** (B.A., 1956) has been named publisher of *The New York Sun*. He was most recently co-founder and chief executive officer of Harmon Publishing Co.

A. KENNETH NILSSON (B.A., Telecommunications, 1960) is chairman of Chindex International's board of directors. Chindex provides Western healthcare products and medical services in the People's Republic of China.

LYNN SWANN (B.A., Journalism, 1974) is considering running for governor of Pennsylvania. He was a member of the 1972 USC national championship football team and played in two Rose Bowl games, after which he joined the Pittsburgh Steelers and became a sports broadcaster.

CATHY MORLEY FOSTER (B.A., Public Relations, 1975) has been elected vice president of professional development for the San Francisco chapter of the Public Relations Society of America.

STEPHANIE HELPER (B.A., Communication Arts and Sciences, 1978) is member programs coordinator for the USC University Club. She previously worked in the literary division of Rogers & Cowan and at Ruder Finn.

GARY L. KREPS (Ph.D., Communication, 1979) accepted a position as professor and chair of the Department of Communication at George Mason University, where he also holds the Eileen and Steve Mandell Endowed Chair in Health Communication.

DAVID WHARTON (B.A., Print Journalism, 1983) is co-author of *Conquest* (Triumph Books), about the USC football team's back-to-back championships. Wharton, a *Los Angeles Times* sportswriter, wrote the book with colleague Gary Klein.

We welcome your news. To submit a note, write ascalums@usc.edu.

Alumni Association awards fete Annenberg alumni Leslie, Ryan, Papazian

Three Annenberg alumni received coveted USC Alumni Association awards at a gala ceremony last March. **LISA LESLIE** (B.A. Communication, 1997) and **FREDERICK J. RYAN JR.** (B.A., Speech Communication, 1977 and J.D., 1980) received USC Alumni Merit Awards, presented annually to "individuals whose remarkable accomplishments speak well for the range and quality of a USC education." Leslie plays center for the two-time WNBA champion Los Angeles Sparks basketball team. Ryan served as chief of staff to former President Ronald Reagan for more than a decade. He was actively involved in the design, construction and operation of the Ronald Reagan Presidential Library and now serves as chairman of its board of trustees. He is also president and COO of Allbritton Communications Co. in Washington, D.C. **GERALD (JERRY) S. PAPAZIAN** (B.A., Public Relations, 1977) received the prestigious Fred B. Olds Award for "extraordinary and unparalleled service to the university over a long period of time." A longtime volunteer leader and widely regarded expert in USC history, Papazian is managing director of Fountainhead Associates Inc., a Los Angeles-based management consulting firm.

GARY KARR (B.A., Print Journalism, 1984) is director of media affairs for the Centers for Medicare & Medicaid Services, a government agency.

ROBERT H. DUCOFFE (M.A., Communications Management, 1985) is dean of business and economics at Indiana University South Bend.

GREGG McVICAR (M.A., Communication Management, 1986) is host/producer of "Earthsongs," heard on 55 public radio stations. He is also producing six documentaries with the Smithsonian's National Museum of the American Indian, and is an adjunct professor at California College of the Arts in Oakland.

SUSAN MCCARTHY (M.A., Communication Management, 1987) retired as city manager of the City of Santa Monica in November, ending a 24-year career at city hall. She previously served as assistant city manager, director of community and cultural services, and director of personnel, among other positions. McCarthy is the first female city manager in Santa Monica's history.

SUSAN HERBST (M.A., Communication Theory and Research, 1988 and Ph.D., Communication Theory and Research, 1989) is the new provost and vice president for academic affairs at the University at Albany, State University of New York. She was previously dean of Temple University's College of Liberal Arts and professor of political science.

ANH DO (B.A., Print Journalism, 1989) received the inaugural OVAtion (Outstanding Vietnamese American Alumni) Award from the USC Vietnamese Student Association. She is CFO of the *Nguoi Viet Daily News*, the largest Vietnamese-language newspaper in the U.S., and is editor of that paper's English section, "Nguoi Viet 2." She also hosts a bilingual morning show on Vietnam California Radio, and writes for *The Orange County Register's* "Asian Perspective" column. *OC Metro Magazine* named her one of "10 Women Changing Our Lives" in 2005.

RON ANTONETTE (B.A., Public Relations, 1990) has joined Mattel Inc. as director of public relations, Mattel Brands. He is responsible for outreach programs supporting Mattel's Hot Wheels, games and puzzles and entertainment brands.

MARCO BRACAMONTES (M.A., Communication Management, 1990) is producer of "Houstonísimo," a new program featuring Houston's Hispanic community that began airing this fall on KHOU-TV in Houston.

MINERVA CANTO (B.A., Print Journalism, 1993) received the Guillermo Martínez-Márquez Award for Latin American Reporting, presented by the National Association of Hispanic Journalists at its 2005 Noche de Triunfos Journalism Awards Sept. 15 in Washington, D.C. Canto and fellow *Orange County Register* columnist Yvette Cabrera were cited for their eight-part series, "The Women of Juárez."

STEPHANIE GERMERAAD (B.A., Communications Arts & Sciences, 1993) has been appointed public affairs director of the bipartisan National Assessment Governing Board of the U.S. Department of Education.

MICHELLE RUSSO (M.A., Communication Management, 1994) has been promoted to vice president, corporate communications for Discovery Communications, handling all facets of corporate press relations and executive communications.

ANDREW E. COOPER (B.A., Communication, 1997) has been appointed deputy district attorney for the Los Angeles County District Attorney's Office.

RYAN KROFT (M.A., Broadcast Journalism, 1998) has been promoted to supervising producer at MTV News.

Doane series wins multiple honors

SETH DOANE (B.A., Broadcast Journalism, 2000) won a 2005 Peabody Award for his series "The Suffering of Sudan" for Channel One News, seen daily by more than 8 million middle and high school students in the United States. The series also won a 2005 Bronze Telly Award, and a Silver Hugo at the 2005 Chicago International Television Awards.

ROB FELTON (M.A., Public Relations, 2000) is director of public information at George Fox University in Newberg, Ore. He won a silver award in writing from the Council for the Advancement and Support of Education District VIII for a feature story on the lost boys of Sudan.

SARAH REINERTSEN (M.A., Broadcast Journalism, 2000) was featured on ABC's "Nightline" July 20 while preparing for her second attempt at completing the Ironman Triathlon World Championship—swimming, biking and running on only one leg.

SHASHANK BENGALI (B.A., Broadcast Journalism, 2001) has accepted a three-year assignment as Africa correspondent for Knight Ridder Newspapers. He is based in Nairobi, Kenya.

LAURA WOODMANSEE (M.A., Broadcast Journalism, 2001) has been accepted into the space studies program at the University of South Dakota. She is the author of *Women Astronauts and Women of Space: Cool Careers on the Final Frontier*.

AMANDA CHABOREK (M.A., Strategic Public Relations, 2002) was recently named to *PR News'* Top 15 to Watch Hot List," recognizing young public relations professionals from across North America.

Army Spec. **LACY KAY ZOBEL** (B.A., Communication, 2002 and M.A., Communication Management, 2004) participated in the 16th annual Bataan Memorial Death March, commemorating the forced march of U.S. prisoners of war during World War II. Zobel is a human intelligence collector assigned to the 309th Military Intelligence Battalion, Fort Huachuca, Sierra Vista, Ariz.

ANNIE CHAMBLISS (B.A., Public Relations, 2003) is manager of communications at NYC & Company, New York City's official tourism marketing organization.

HEATHER RIM (M.A., Communication Management, 2003) accepted a position as director of communications at ABC Inc. in Burbank, Calif. She previously directed corporate and investor communications at WellPoint.

Six USC Annenberg alumni received the Los Angeles Press Club Award for Best Online Feature at the group's awards ceremony in June. **JANNA BRAUN, EUGENE LEE, MATT MYERHOFF, HEATHER WILSON** (all M.A., Print Journalism, 2004), **PARITOSH BANSAL** (M.A., Print Journalism, 2005), and **ERIC ULKEN** (M.A., Communication Management, 2005) were honored for their feature, "Making it in L.A.," which they produced for their spring 2004 Journalism 556 course. The Press Club called the group's Web site "an ambitious project that successfully mixes text, photographs, graphics and design to tell the stories of six Los Angeles residents who are making it" in the city.

MAGGIE HABIB (B.A., Public Relations, 2004) has accepted a position as marketing specialist with Korn/Ferry's global communications team. She is based in the company's corporate headquarters in Los Angeles.

KJERSTIN RAMSING (B.A., Broadcast Journalism, 2004) of KOB-TV in Farmington, N.M., won two awards in the 2004 Associated Press Broadcast Competition-Division 2: first place for public service for her piece on flu shots; and third place for photography.

BEN SAND (M.A., Broadcast Journalism, 2004) has been appointed as Voice of America's bureau chair in Pakistan. Ben, who married Maria Ma on July 4, was one of the first Annenberg students to be awarded a Nathanson Fellowship, which enabled him to intern at the VOA office in Hong Kong.



Ben Lee receives his Ph.D. from Dean Geoffrey Cowan.

Fourteen awarded doctorates in '05

LALIT NARASIMHA ACHARYA (Michael Cody, chair): Control, Health Perceptions and Information Seeking as Correlates of Risky Behavior in the Context of AIDS

DINO ENRICO CARDONE (Stephen O'Leary): Programming the Apocalypse: Recombinant Narrative in Cyberspace

HAO HUANG (Patricia Riley): Knowledge Sharing in Chinese Surgical Teams

BEN LEE (Riley): Sensemaking in a Bear Market

ANUPAMA MANDAVILLI (Marita Sturken): Mediating Modernity: The Cultural Politics of the Global Itineraries of Indian Cinema

GREGORY PATTON (Riley): Developing Business Communication Skills: Leveraging Stage vs. Global Processes of Change in Skill Improvement Approaches

NORA JANE PERREN (O'Leary): A Rhetorical Analysis of Competing Accounts of the Branch Davidian Conflict

JORDAN PHILIP RAPHAEL (Douglas Thomas): Four-Color Marvels: Stan Lee, Jack Kirby, and the Development of Comic-Book Fandom

BRAD ALLEN SHIPLEY (Riley): Food Fight: An Examination of Sensemaking and Organizational Justice During a Grocery Store Labor Dispute

EINAT TEMKIN (Cody): Communication Practices and Uses Among Mexican Immigrants

PAUL TURPIN (Walter Fisher): Liberal Political Economy and Justice: Character and Decorum in the Economic Arguments of Adam Smith and Milton Friedman

HOLLEY A. WILKIN (Sandra Ball-Rokeach, Cody): Diagnosis Communication Connections: Reaching Underserved Communities Through Existing Communication Ecologies

YAN (JENNY) XU (Janet Fulk): Information Sharing in Work Groups: A Transactive Memory Approach

MEI (KITTY) ZHOU (Sturken): Making Ethnic Chinese Media in Los Angeles

Youth and Media *continued from page 1*

Linebarger—a mother of two who frequently acts as a consultant to producers about programming for children—sees the Institute as more than a platform to theorize. “I believe that research needs to be practical,” she says. “Instead of saying that media is an evil entity that we do not want in our homes, how can we use it in a positive way? How can we use it to help parents with fewer educational resources?”

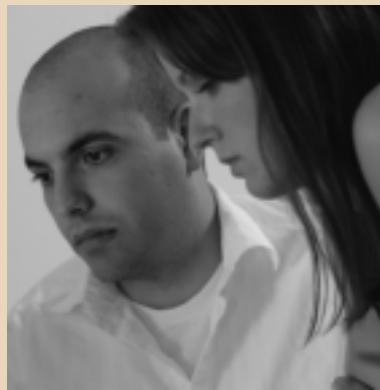
Despite the 2,700 miles separating the Annenberg schools, Linebarger envisions—and strives toward—collaboration. This summer, the Institute held workshops and hosted speakers at the International Communication Association conference in New York. A semester exchange program is also a possibility, in which students and professors from both universities will come together to teach and learn.

Both schools have unique qualities that are essential to a robust dialogue about media’s effect on young minds. USC, with its location in the entertainment capital of the world, offers a wealth of inroads to the media industry, invaluable when the influences being studied include film, television, and video games. And UPenn complements the Hollywood angle with its extensive work in public policy.

Marc Choueiti is a graduate student who has been involved with the Institute for Youth and Media since working on one of Smith’s research projects about violence in video games. “My interest in this field spiked when I came to see how important media is to youth development,” Choueiti says. “Now I look forward to constantly learning something new.”

Choueiti’s current focus is on gender stereotyping in movies and TV shows for children. For him, the Institute has heightened his awareness of media influence. “Media plays a very large and important factor in many aspects of our social and cognitive development,” Choueiti says. “For the benefit of society and future generations, it’s important to understand media’s effect, so we might contribute to issues of policy making and media regulation and educate both the creators and viewers.”—*William Etling*

Etling is a second-year graduate student in the USC Annenberg broadcast journalism master’s program.



Graduate students Marc Choueiti and Name TK work with the Institute of Youth and Media.

Carnegie-Knight *continued from page 24*

to meet the profession’s ongoing need for journalists who are not only educated, curious, expert and effective, but who are also prepared to report on the complex policy issues, social concerns and ethics that will shape science and technology issues in the future.

The Carnegie-Knight Initiative will also promote innovative reporting on little-covered issues important to America’s robust democracy in ways that attract new and younger audiences. Known as News for the 21st Century: Incubators of New Ideas, or News21, this program is a partnership among the five participating research universities that will emphasize innovative, hands-on journalism study and practice.

The initiative’s final component is the Carnegie Knight Task Force, which will provide a high-profile platform for the participating institutions and their leaders to speak out in an authoritative voice about the importance of upholding the highest standards and ideals of journalism. ■

Parents Fund works for students

Graduating students aren’t the only ones focused on finding a good job. For the second year, USC Annenberg parents designated their annual gifts to the Career Development Office, enabling it to offer undergraduate and graduate students as well as alumni an expanded range of workshops and career services beginning this fall, free of charge. Parents and friends of USC Annenberg contributed \$108,269 to the 2004-05 Parents Fund, an increase of more than 40 percent, making it the most successful year on record.

After consultation with students and parents, the Career Development Office is using these funds to provide several new career development workshops, including many geared specifically toward graduating students. And in addition to the existing ASCJOBNET listserv, the office also plans to launch a new Web site geared specifically toward the needs of students, recruiters and prospective students.

The Career Development team’s work is appreciated by students and corporate recruiters alike. “As an Annenberg alumna, I know the value of the Annenberg Connection [Job Fair],” says Lynn Tran, now associate manager of corporate communications for Netflix.

“Thanks to the generous support of our parents, USC Annenberg continues to provide these outstanding services so our students and alumni will be well-prepared for successful careers,” says Josh Larsen, associate director of development and parent relations. To learn more about ways you can support USC Annenberg, visit <http://annenberg.usc.edu/giving>. ■

Giving in Action

Wal-Mart puts stock in minority scholarships

USC Annenberg’s School of Journalism was selected as one of 10 journalism programs nationwide that will receive \$50,000 for minority scholarships from Wal-Mart Stores Inc. The school will select four minority journalism students enrolled in their junior year to receive \$2,500 scholarships. Preference will be given to students with financial need and a GPA of 3.0 or higher. These scholarships will be renewable in the students’ senior year.

The three-year scholarship program was designed to help increase the level of diversity in newsrooms around the country. Wal-Mart announced the grants in response to recent surveys by the American Society of Newspaper Editors and the Radio and Television News Directors Association which showed that while the number of minority journalists increased slightly at daily newspapers and television and radio stations during the last year, the numbers still fall well below these industries’ goals for achieving parity with minority representation within their communities.

“Currently there simply are not enough news reporters, editors and producers whose thinking reflects their experiences growing up as minorities in this country,” says Mona Williams, vice president of communication for Wal-Mart. “We have the opportunity to help make a difference.”

USC Annenberg print journalism student Steven Chen, one of the first Wal-Mart scholarship recipients, notes that “While this scholarship is proof that efforts are being made to increase the diversity in journalism, I realize that ultimately, it is my responsibility to represent this diversity in a positive way.” ■

Annenberg joins the celebration with debate, presentations, and discussion

USC Festival 125 swept over USC Annenberg for three days in October, with a celebration marked by a public debate by the nationally ranked, award-winning Trojan Debate Squad; research presentations by faculty; and a wide range of discussions on the role of media in 21st-century life.

In the wake of Hurricane Katrina, the Trojan Debate Squad debated the role of the U.S. military in overseeing and administering future natural disaster relief efforts within the United States. “We chose this topic in order to focus on the recent disasters in a productive way that emphasizes solutions instead of blame,” explains **JULIE CARVER**, assistant director of forensics. Students attending USC who were displaced by Hurricane Katrina were invited to participate in the debate.

Other well-attended events included “Media Bias: Fact or Fiction?,” an open forum moderated by USC Annenberg Dean **GEOFFREY COWAN** and “Hollywood Looks at the News: The Image of The Journalist in Popular Culture,” a presentation by Emmy award-winning journalism professor **JOE SALTZMAN**.

Research presentations included “Just an Essential Part of Everyday Life: The Impact of the Internet on Our Social, Political and Economic Fabric,” with communication professor **JEFF COLE**, director of the USC Annenberg School Center for the Digital Future; “Youth, Media & Consumer Citizenship: Do the Media Empower Children?” with communication professor **SARAH BANET-WEISER**; and “Media & Gender: Does Selling Sexuality Harm Kids?” with communication professor **STACY SMITH**, co-chair of the Annenberg Institute for Youth & Media.

Discussions included: “Effing the Ineffable: Why the News Media Miss the Religion Story,” led by journalism professor **DIANE**

WINSTON, Knight Chair in Media & Religion; “Terrorism & the Media: Are Journalists Getting it Right in Covering the War on Terror?” led by journalism school director **MICHAEL PARKS**, former *Los Angeles Times* editor and Pulitzer Prize winner for international reporting; “Video Games: Evil Entertainment or Innovative Education?” led by communication professor **UTE RITTERFELD**, director of the Annenberg Studies on Computer Games project; and “How to Save the World with Cool Jazz And a Warm Library: U.S. Public Diplomacy Successes, Failures, and Strategies for the Future,” led by communication professor **NICHOLAS CULL**, chair of the new Public Diplomacy Studies program.

Guests were also invited to a screening of the student-produced TV newsmagazine program, “Impact,” winner of the 2005 Emmy Award for best college TV magazine program; and a live broadcast of Annenberg TV News. ■



Communication professor Jeff Cole discusses the impact of the Internet on just about everything.



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USC Annenberg joins journalism education initiative

Through a partnership with the Carnegie Corporation and the John S. and James L. Knight Foundation, USC Annenberg and four other journalism schools and programs have launched an initiative to enhance journalism education and the profession. **THE CARNEGIE-KNIGHT INITIATIVE ON THE FUTURE OF JOURNALISM EDUCATION** involves curriculum enrichment, news incubators for investigative reporting projects, and a research and policy task force.

“After three years of intense and exciting conversations, we are proud to be part of an effort that may make an important and even historic contribution to our students, our universities, our profession and to the society,” said USC Annenberg dean **GEOFFREY COWAN**, a member of the task force that crafted the initiative, at a press conference last May. Other partners in the initiative include Northwestern’s Medill School of Journalism, Harvard’s Shorenstein Center on the Press, Politics and Public Policy, Columbia’s Graduate School of Journalism and UC Berkeley’s Graduate School of Journalism.



Dean **GEOFFREY COWAN**, standing, center, and members of the Carnegie-Knight Initiative.

As part of its curriculum reform plan, USC Annenberg is launching a new specialized journalism program focusing on science and technology. This program will integrate School of Journalism faculty, courses and students with peers at the USC College and the Viterbi School of Engineering. The program is part of USC Annenberg’s commitment

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