

75 years of journalism education: The School of Journalism marks a milestone

The story of journalism at USC is one of evolution, innovation, challenge and renewal, beginning at a small building in Los Angeles and continuing today with students and alumni around the world. To mark the 75th anniversary of the founding of the School of Journalism in 2008, USC Annenberg offers this look back through the pages of history.



In 1933, when the Department of Journalism became the School of Journalism, graduating seniors were hoping to get a \$20-a-week job at a local newspaper or possibly a cushy PR position at a film studio. Imagine the clattering of students' Underwood typewriters. Fade to a lecture on the community newspaper, suddenly drowned out by the screech of a streetcar turning around on Exposition Boulevard.

Seventy-five years later – with a distinguished faculty, state-of-the-art facilities

and a far-flung network of alumni in print, broadcast, new media and public relations – the school has grown a lot since its origins in a dilapidated house at 670 W. 35th St.

Journalism studies at USC began in 1914 under the aegis of the English department, with courses taught by **BRUCE BLIVEN**, a future editor of *The New Republic*. To simulate real-world experience, he would impersonate important public figures, including, according to accounts, Theodore Roosevelt. Students would fire questions for 20 minutes; they would then write up the interview and copy edit each other's work.

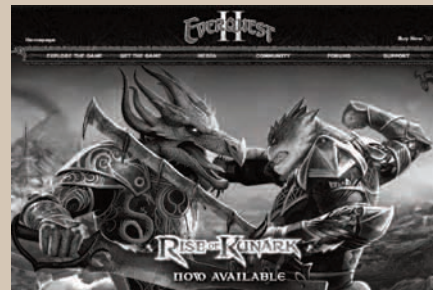
Journalism was established as a separate department in 1916. Under director **MARC GOODNOW** (1919–1924), students were offered hands-on experience that went far beyond classroom impersonations. This included Saturdays spent performing all the newsroom jobs at Los Angeles-area newspapers; this total-immersion program is said to be the first of its kind in the nation. Newspaper Day (later known as High School Day), featuring talks by working journalists, attracted hundreds of local high school and junior college students. Today, this tradition continues with the biannual High School

continued on page 16

Inside:



Ernest J. Wilson III formally installed as dean
page 6



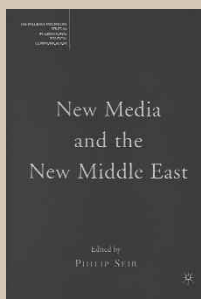
The real-world actions of role-playing gamers
page 14



Michael Parks completes his term as journalism school director
page 19



in print



New Media and the New Middle East Edited by Philip Seib

The Palgrave Macmillan Series in International Political Communication, 2007

Journalism and public diplomacy professor **PHILIP SEIB'S** most recent book examines the ways new media are reshaping lives and politics in some of the world's most volatile regions. Among the 15 contributors

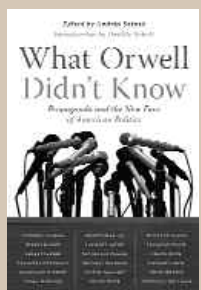
is USC Annenberg doctoral student **SHAWN POWERS**, who co-wrote a chapter titled "The Public Diplomacy of Al Jazeera." Seib also contributed an article to the book, "New Media and Prospects for Democratization," in which he advocates for limited government involvement in the development of media infrastructures.

Media, War and Conflict

Edited by Andrew Hoskins, Barry Richards and Philip Seib

Sage Publications, 2008

This journal, co-edited by **PHILIP SEIB** and with writing from both academics and professionals in the military and the media, examines the evolving role of journalism and electronic communication in the changing nature of war and terrorism.



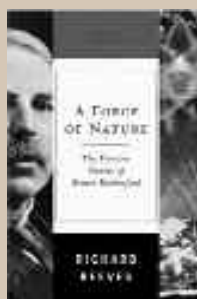
What Orwell Didn't Know: Propaganda and the New Face of American Politics

With chapters by Geoffrey Cowan and Martin Kaplan

PublicAffairs, 2007

Sixty years ago, George Orwell's essay "Politics and the English Language" broke new ground in the understanding of

propaganda and the power of the word. In two chapters of this book examining Orwell's legacy, USC University Professor **GEOFFREY COWAN'S** "Reporters and Rhetoric" analyzes the importance of word choice in reporting, while **MARTIN KAPLAN**, holder of the Norman Lear Chair in Entertainment, Media and Society, explores the current state of local news in "Welcome to the Infotainment Freak Show."



A Force of Nature: The Frontier Genius of Ernest Rutherford

By Richard Reeves

Norton, 2007

Originally from New Zealand, Ernest Rutherford conducted research uncovering important information on atomic behavior and structure, including the existence of the "half-life" of an

atom, and he was part of the team that first split an atom, giving birth to the atomic era. Journalism professor **RICHARD REEVES** "makes the science accessible, and his portrait of Rutherford the eccentric country cousin is rather charming," wrote Amanda Heller in *The Boston Globe*.



Big Daddy: Jesse Unruh and the Art of Power Politics

By Bill Boyarsky

University of California Press, 2007

BILL BOYARSKY, an adjunct journalism professor, draws on his experience as a political reporter and columnist for the *Los Angeles Times* to tell the story of the rise of California politician Jesse Unruh (B.A.

Political Science and Journalism '48). "'Big Daddy' is a major addition to the distinguished Californian political biographies," wrote Peter Schrag in the *Los Angeles Times*, "and it's a fun read."

Handbook of Mobile Communication Studies

Afterword by Manuel Castells

MIT Press, 2008

The widespread availability of mobile communication – more than one of every three people worldwide owns a mobile phone – has reshaped the nature of interpersonal relationships on an unprecedented scale. **MANUEL CASTELLS**, holder of the Wallis Annenberg Chair in Communication Technology and Society, contributes the afterword to this book.

Baker addresses public broadcasting's evolving role in Loper Lecture



WILLIAM F. BAKER, CEO of Educational Broadcasting Corporation, the parent company of New York public television stations Thirteen/WNET and WLIW, addressed public broadcasting's role in the new media landscape at the James L. Loper Lecture in Public Service Broadcasting.

In his remarks, Baker expressed optimism and doubt about new media.

"The media revolution is not a utopia," he said. "There are pluses and minuses. The plus is that everyone has a voice. The minus is that everyone has a voice."

Baker said the democratization of media, led by the Internet, has generated hyperactive celebrity gossip and confusion about stories that mean something to society. In the end, he said, the quality of journalism suffers most.

However, a renewed focus on quality, independence and education (of audiences and journalists) within news media can help create a new generation of responsible and meaningful journalism. Baker said public broadcasting will lead the renewal because these values are its foundation.

"Public broadcasting must be guided by a core sense of trust," he said.

Named in honor of USC Annenberg visiting scholar **JAMES L. LOPER** and endowed by philanthropist H. Russell Smith, the annual Loper Lecture features public broadcasting executives discussing the challenges and opportunities of their industry.

Read Baker's address at annenberg.usc.edu/loper

Media execs join USC Annenberg Board of Councilors

USC Annenberg welcomes three new members to its Board of Councilors.



DR. SEOK HYUN HONG is the chairman and CEO of the *JoongAng Ilbo*, Korea's most widely read daily news publication. He is president of the organizing committee of the World Culture Open, and previously served as Korean ambassador to the United States.



MARKOS KOUNALAKIS (Graduate Certificate International Journalism '96) is president and publisher of *Washington Monthly* magazine. As the Moscow correspondent for NBC Radio and Mutual News, he covered the fall of the Soviet Union as well as the war in Afghanistan. He has written for *The Wall Street Journal*, *Los Angeles Times Magazine*, *International Herald-Tribune*, *San Francisco Chronicle*, *Dallas Morning News* and many other regional and international newspapers and magazines.



FREDERICK J. RYAN JR. (B.A. Political Science & Speech Communication '77, J.D. '80) holds multiple executive positions with Allbritton Communications Company, owner of the Washington, D.C.,-area TV stations WJLA and NewsChannel 8, in addition to the Web site Politico.com. He served as assistant to the president during both of President Ronald Reagan's terms and as Reagan's chief of staff after his presidency. Previously he was an attorney with the Los Angeles firm of Hill, Farrer and Burrill.

World Press Photo, the international photographic competition and exhibition, made its fourth annual appearance in USC Annenberg's East Lobby in January. At right, exhibit director PAUL RUSELER gives a tour at the opening reception.

More about the exhibit at annenberg.usc.edu/wpp



Annenberg Radio News goes live on the Web



Under the direction of veteran public radio producer and journalism professor **WILLA SEIDENBERG**, Annenberg Radio News made its debut on the

Web. The initial program featured stories on topics such as Iranian president Mahmoud Ahmadinejad's U.S. visit, an anti-war rally in Westwood and an interview with a Burmese resident of Los Angeles about demonstrations in Myanmar.

Listeners can hear live broadcasts Tuesdays and Thursdays from 4 to 4:15 p.m. PST at www.annenbergradio.org. Each program is archived online, and the archive also features stories that don't appear on the live broadcast.

USC Annenberg videos available on YouTube



Video from USC Annenberg events, sample episodes of the student half-hour newsmagazine "Impact" and even a Second Life avatar of Dean

Wilson are now available on USC Annenberg's YouTube channel. The channel is available at www.youtube.com/USCAnnenberg.

Part of a wider effort across campus, the Annenberg content is one of 10 USC channels on the video-sharing site. "We're using online technologies to expand learning opportunities for students and others both on campus and around the globe," said **SUH-PYNG KU**, vice provost and executive director of the USC Office of Continuing Education and Summer Programs. "We see this as an important outreach opportunity for the University."

New fellowships support USC Annenberg students

The USC Annenberg Graduate Fellowship Program provides full funding packages for outstanding students in USC Annenberg graduate programs.

USC Annenberg graduate students have a new source of funding available to help them complete their studies.

The USC Annenberg Graduate Fellowships, distributed to outstanding graduate students, provide for a stipend of up to \$30,000, tuition remission and medical benefits. The Fellowships mirror comparable programs at Harvard, Columbia, the University of Maryland and The Ohio State University that are designed to encourage interaction and build cohesion among a cohort of scholars.



*Vice Provost for Graduate Programs **JEAN MORRISON** (second from left) joins deans **YANNIS YORTSOS** (Viterbi School of Engineering), **ELIZABETH DALEY** (Cinematic Arts) and **ERNEST J. WILSON III** (USC Annenberg) at a reception for the first class of USC Annenberg Graduate Fellows.*

Admission to the program is very selective, with students gaining acceptance only after rigorous review and special nomination by the degree program to which they apply. As a result, fellows represent some of the most highly recruited graduate students in the world.

In addition to USC Annenberg, students in the program come from the USC School of Cinematic Arts and the USC Viterbi School of Engineering, making the fellowships a common element between the study of three vital components of the ongoing technological transformation in the fields of communication and journalism.

"The USC Annenberg Fellows conduct communication and digital media research, advance bold new ideas in the communication arena, and produce innovative creative works," said USC vice provost **JEAN MORRISON**. "They constitute an internationally recognized and highly regarded group of communications research scholars and creative practitioners. We are delighted to launch this program and to accelerate the university's leadership role in cross-disciplinary, communications-related graduate research and education."

The program is expected to enroll as many as 100 new students each year. Prospective students in the Ph.D. program in communication and in the M.A. programs in journalism and specialized journalism will receive the majority of fellowships awarded to USC Annenberg students, but students from other programs may be eligible for funding as well.

For more information, visit annenberg.usc.edu/fellowships.

Public Diplomacy scholars address evolving role of military in Africa

With a USC conference in February and a Washington, D.C., policy briefing in March, USC Annenberg public diplomacy researchers engaged in a debate on the role of AFRICOM, the U.S. military's command center in Africa. The following is an excerpt of a white paper by **PHILIP SEIB**, journalism and public diplomacy professor, and **CAROLA WEIL**, assistant dean for strategic initiatives.

Officials of the Defense and State departments cite a commitment to public diplomacy as an essential element of the newly established United States Africa Command (AFRICOM). Questions remain, however, about whether the military can and should engage in public diplomacy. The complexities of the task are considerable and must be addressed expeditiously if this experiment in public diplomacy is to succeed.

According to **AMBASSADOR MARY CARLIN YATES**, the deputy to the commander of AFRICOM for civil-military activities, AFRICOM is "an acknowledgment of the growing strategic and global importance of Africa." At the same time, in response to the changing dynamics of globalization, it presents an opportunity to rethink existing institutions to more effectively address transnational threats and trends. By definition it must include new actors and new mechanisms of foreign policy-making and communications.

As a practical matter, given the high degree of skepticism and apprehension on the continent, **AMBASSADOR MARK BELLAMY** of the Center for Strategic and International Studies states, "The main public diplomacy task that AFRICOM is going to face for the next year or so is really going to be one of explaining its mission" to African audiences and to American constituencies as well. Within the U.S. government and in the NGO community, Bellamy says, there has been concern about "whether the DoD was proposing to get out of its lane," usurping the role of USAID and



Journalism and public diplomacy professor Philip Seib speaks at the Washington, D.C., policy briefing in March.

other non-military agencies and infringing on "the humanitarian and development space" that various NGOs occupy in Africa.

Experts agree that AFRICOM offers great potential but also has its pitfalls as a new paradigm of public diplomacy. Essential to the success of AFRICOM as a model of military-based public diplomacy is clarity of concept, mission and strategy. Fundamental to such clarity is the need to be explicit about the underlying national interests driving the process.

For more information, visit annenberg.usc.edu/africom.

USC Annenberg votes 'Yes' on Election 2008

As the 2008 presidential campaign heated up around the country, USC Annenberg was at the center of the action. More than 40 Annenberg students served as production assistants at a CNN Democratic primary debate, including, at left, public relations major **CHRISTIAN EDWARDS** (seated, left) and communication major **ANALIA STRATTON**, who served as stand-ins for presidential candidates Barack Obama and Hillary Clinton. At right, veteran newsman **DAN RATHER** (far right) anchors a live Super Tuesday broadcast of his HDNet program "Dan Rather Reports" from the Annenberg East Lobby.



‘Our vision must be nothing less than to create the digital future.’

Dean Ernest J. Wilson III charts a bold course for USC Annenberg

Ernest J. Wilson III was installed formally as dean of the USC Annenberg School on November 29, 2007. In his installation address, he reflected on the school’s past achievements and said that USC Annenberg is “strongly positioned” to play a leading role in the ongoing communication revolution. The following is excerpted from his speech.



*In her speech marking Dean Wilson’s installation, USC Trustee **WALLIS ANNEBERG** (right) announced a \$1 million surprise gift from the Annenberg Foundation establishing the Dean’s Fund for Innovation. Dean Wilson was also named to the Walter H. Annenberg Chair in Communication. “Dean Wilson’s work embodies a world of interconnectedness,” Ms. Annenberg said. “I am so proud to have him lead this school forward.”*

The vision I propose today will, I hope, result in the Annenberg School being even more strongly positioned at the epicenter of the dramatic changes before us, achieved through our creativity, our innovation and our excellence.

We are already well on our way.

We are witnessing a growing gap between the haves and have-nots in many countries around the world, including in the U.S. and right here in Los Angeles.

Information and communication technology are a major part of the problem, and of the solution. As Ambassador Annenberg put it so succinctly, “To be of service to all people is the enduring mission of this School.”

In August I invited all faculty to engage in conversations on three themes: International, Impact and Innovation. Students too have participated in this dialogue. From these conversations will emerge a more finished vision for the Annenberg School.

The first theme is *international*. Knowledge must be learned, created and shared internationally. How do we internationalize from top to bottom, in teaching and service and research, in today’s rapidly globalizing world?

Impact. What impact are we having today shaping the scholarly discourse and agenda in our professions? But also, what impact are we having right here in Los Angeles, our local community?

We also need to have a presence in Washington when the Federal


Communications Commission remakes media rules or when senators write legislation on Capitol Hill. And we need to extend the impact of our faculty and ideas to Brussels and Beijing.

Moreover, there is a growing demand in Washington for balanced, objective analysis, and a safe space to discuss the momentous ideas of journalism and communication. USC Annenberg can help fill that need.

Innovation. This is at the core of all we do, and we must innovate with urgency. We must provide our students with the SAKE they need in order to innovate in the future. Yes, you heard me right, and no, it’s not that “sake.” SAKE is an acronym I invented to capture the personal competencies of the digital age – Skills, Attitudes, Knowledge and Experience – required to shape communication leaders.

But recall the words of Mahatma Gandhi. He reminds us that we must become the change we would see in the world. So we too must change – all of us faculty, staff and administrators, even the dean.

To the friends and supporters of the USC Annenberg School for Communication who have joined us here today, I invite you to join us in our continuing mission to be of service to all people. We cannot succeed without you.

Thank you. 

Read more coverage at annenberg.usc.edu/installation

awards

Rogers Award goes to literacy education pioneer

Noted Stanford University psychologist and theorist **ALBERT BANDURA** visited USC Annenberg to receive the Everett M. Rogers Award in Entertainment-Education. The annual award, sponsored by the Norman Lear Center, honors creativity in entertainment-education, or the use of entertainment to improve an audience's quality of life.

Bandura is credited with promoting large-scale literacy efforts by showing that learning through television viewing can often achieve the same positive results as learning via live experimentation. His efforts greatly enhanced adult literacy activities in Mexico and addressed gender inequity issues in India and China.



Post reporters earn Selden Ring Award

The 2008 Selden Ring Award for Investigative Journalism goes to *Washington Post* reporters **DANA PRIEST** (left) and **ANNE HULL** for a series of stories they wrote on

substandard conditions at Walter Reed Army Medical Center. The coverage led to major reforms at the veterans' hospital.

The series "is precisely the kind of journalism the Selden Ring award was created to honor and encourage," the judges wrote in their citation for the \$35,000 award, given in honor of outstanding journalism that gets results. Priest and Hull will visit USC Annenberg to discuss their work in April.

TV shows lauded for health-based storylines

ABC's "Ugly Betty" and NBC's "Friday Night Lights" joined 10 other winners of the seventh annual Sentinel for Health Awards, given by the Norman Lear Center's Hollywood, Health & Society project with support from the Centers for Disease Control and Prevention and the National Cancer Institute. The awards recognize television storylines that deliver honest information about health-related issues.

Topics covered by the winning programs include teenage sex, postpartum depression, alcoholism and organ donation. In addition to the four major networks, the Spanish-language channel TeleFutura was among the winners, taking home an award for an episode of the telenovela "Así es la Vida" (Such Is Life) dealing with safe-sex practices.

For a complete list of winners, visit annenberg.usc.edu/sentinel.

student news

Student broadcasters receive Chick Hearn Scholarships



The Los Angeles Lakers, Marge Hearn and USC Annenberg recognized broadcast journalism students **SAM FARBER** (center) and **MARCELO FIGUEROA** (right) as the 2008 winners of the Chick Hearn Memorial Scholarship in a halftime ceremony at Staples Center.

"I grew up on Lakers basketball," Figueroa said in a pre-game interview with Fox Sports Net anchor **BILL MACDONALD** (B.A. Communication '81). "The excitement [Hearn] brought to the game meant a lot to me."

The annual scholarship is funded by an endowment established by the Los Angeles Lakers in memory of Hall of Fame sports broadcaster Chick Hearn, who died in 2002.

Doctoral student wins grant to study Arabic TV network



SHAWN POWERS, a doctoral candidate in communication, is a co-principal investigator on a \$59,000 grant from the John S. and James L. Knight Foundation funding the study of Al Jazeera English, the cable news network. The second recipient is Mohammed el-Nawawy, Ph.D., who holds the Knight-Crane Chair of Communication at Queens University of Charlotte, N.C.

Powers and el-Nawawy will test the network's claims to "enable a real dialogue" across cultures and continents by "speaking truth to power" and "giving a voice to the voiceless."

"Our project is the first of its kind both in examining the fastest-expanding international media outlet, Al Jazeera English, as well as in engaging real audiences from multiple countries with regard to a particular media outlet's potential to create the conditions for reconciling cultural woes," Powers said.

Strategic PR Center survey tracks global media usage patterns

Emerging markets found to use mobile media more than developed world

The methods communicators use to disperse information are out of sync with the ways consumers use media, according to Media, Myths & Realities, a comprehensive survey of media usage among consumers and communications professionals conducted by global public relations firm Ketchum and the USC Annenberg Strategic Public Relations Center.

In its second year, the Media, Myths & Realities survey examines consumers' use of more than 40 media channels, ranging from newspapers to social-networking sites. The 2007 survey was expanded to include some of the global economy's fastest-growing countries – Brazil, Russia, India and China.

"This year's survey deflated a major myth that previous surveys didn't explore: the notion that emerging markets are less media-savvy than the U.S.," said PR studies director **JERRY SWERLING**, who is founder and director of the USC Annenberg Strategic Public Relations Center. "Consumers in these markets are tech-savvy. They are accessing more mobile media and they deem media outlets to be more credible than do their U.S. counterparts. As more corporations operate globally, communicators must be aware of these differences."

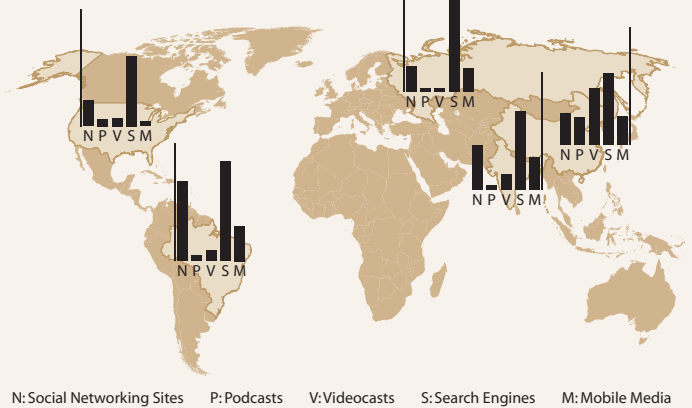
Advice from family and friends is the No. 1 source consumers employ when making a variety of decisions – from purchasing consumer electronics to planning a vacation – but advice from an expert rates highest when making medical decisions and

An increasingly connected world

Researchers tracked the use of various technologies in the U.S., Brazil, Russia, India and China and came to the following conclusions:

- China's use of podcasts and videocasts outpaces other countries'
- Search engines are a common source of information around the world
- The U.S. lags substantially behind other nations in use of mobile media

% using various information sources within one-month period



purchases based on a product's environmental impact.

The survey recommended that professional communicators take advantage of word-of-mouth programs and search-engine optimization strategies in order to make better use of consumers' increasing personalization of information.

For more results, visit annenberg.usc.edu/spr/mediamyths

professional training



Digital media experts **JENNIFER CARROLL** (left), of the Gannett Co.; **SUE CROSS** (center) of the Associated Press; and **VIKKI PORTER**, of USC Annenberg's Knight Digital Media Center, discuss the digitization of traditional media at a seminar attended by staffers from National Public Radio.



Attendees at the National Endowment for the Arts Arts Journalism Institute in Theater and Musical Theater pose for a group photo. Seated in front, from left to right, are **BILL O'BRIEN**, director of the NEA's theater and musical theater program; **SASHA ANAWALT**, director of the institute; and NEA Chairman **DANA GIOIA**.

Hollywood's portrayal of women gives kids the wrong picture

Research by communication professor Stacy Smith chronicles the role models popular entertainment provides for children

In entertainment made for both children and adults, female characters are more sexual and less prevalent than their male counterparts, research conducted by communication professor **STACY SMITH** shows. Her results were presented at a conference on women in media hosted by the Geena Davis Institute on Gender in Media.

Smith served as principal researcher for four studies analyzing popular films and television. Among many findings, the data showed that only 28 percent of speaking characters in G-rated films are female; in the top 400 movies from 1990 to 2006, females were more than five times as likely as males to be shown in sexually revealing clothing; lead female roles in G-rated films place a heavy emphasis on appearance when compared to similar male roles; and male characters occur about twice as often as do females in television shows created for children.



Stacy Smith (left), with Geena Davis, presented her studies at a conference on women in media.

"I think it's fair to say the picture is not fair for young viewers," Smith said. "There are more males than females, but when females are shown, they are much more likely to be shown in a hypersexualized way."

The studies' recommendations for entertainment executives and creators include:

- Provide more female roles – as main and supporting characters, as well as in crowds and as narrators;
- Give female characters aspirations beyond romance; and
- Develop more fully the motivations and needs of female characters, so they offer more compelling role models for young people.

"We're not just talking about making more movies with a female lead," said actress **GEENA DAVIS**, who hopes the studies will help change the prevailing culture in Hollywood. "Let's have [roles] be half female and give kids the sense that it's OK for girls to take up space in the world. ... My theory is kids can eventually grow up having more respect for each other."



Partisan divisions appear in entertainment choices

Entertainment preference is as deeply divided as political preference, Lear Center study finds

A survey by the Norman Lear Center and Zogby International shows that conservative and liberal tastes in entertainment are nearly as divergent as the corresponding political preferences.

On television, for example, conservative viewers choose news and business programming, while liberal voters turn to comedies and educational shows. Political moderates, meanwhile, tend to enjoy police procedurals, game shows and reality TV.

"Our findings may give candidates some ideas about where to advertise," writes **MARTIN KAPLAN**, Center director and holder of the Norman Lear Chair in Entertainment, Media and Society. "But the big picture is especially interesting. It turns out that, just as there are conservatives, liberals and moderates, there are people with red, blue and purple taste."

Yet the findings show that despite the divisions, there was still common ground to be found. Liberals, moderates and conservatives came to rare agreement in their choice of video games – *Mario Bros.* was enjoyed across the political spectrum – and both left- and right-leaning voters love sitting down to watch a game of football.

For more on the survey, visit annenbergl.usc.edu/zogby

FACULTY NEWS

Cowan's play brings issues of free press to stages across the country

"Top Secret: The Battle for the Pentagon Papers," a joint production of USC Annenberg's Center on Communication Leadership and L.A. Theatre Works, concluded its national tour March 16 in Los Angeles. The play was written by University Professor and Center director **GEOFFREY COWAN** and **LEROY AARONS**, a reporter for *The Washington Post* during the Watergate scandal.



Actor **JOHN HEARD** plays Washington Post editor *Ben Bradlee*.

Presented in a staged-reading format, the play examines the decision by reporters and editors at the *Post* to publish the Pentagon Papers in the midst of the Vietnam War. The decision and the following court case are seen as important landmarks in the battle between government secrecy and the freedom of the press.

Although it was originally produced in 1991 at the onset of the first Gulf War, the issues raised by the play are still substantive today, Cowan said in an interview with the *Post*. "It's always relevant," he said, "because there are always things being told that people don't want being told."

Fulk to lead ICA division in May



JANET FULK has been elected chair of the Organizational Communication Division of the International Communication Association (ICA). The Organizational Communication Division seeks to expand the understanding of the processes, prospects and challenges of communicating and organizing in a global society.

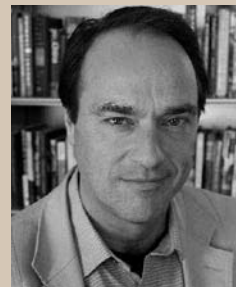
Fulk's term begins at the ICA annual conference in Montreal in May.

Award-winning journalists join USC Annenberg faculty



TIM PAGE joins the faculty as a visiting professor of journalism with a joint appointment at the USC Thornton School of Music. Page has been the chief music critic and culture writer for *The Washington Post* since 1995 and won the Pulitzer Prize in 1997 for his "lucid and illuminating music criticism." He is the former chief classical music critic for *Newsday* and music writer/culture reporter for

The New York Times. A widely published author, his books include *Selected Letters of Virgil Thomson*, *Glenn Gould: A Life in Pictures* and the upcoming *Parallel Play*, a memoir of living with Asperger's syndrome. He also founded and directed Catalyst, a record label devoted to new and unusual music, for BMG.



Award-winning broadcast journalist **SANDY TOLAN** joins the faculty as a visiting professor of journalism. Professor Tolan has written for more than 40 publications and produced hundreds of public radio documentaries and features. He is the author of *Me and Hank: A Boy and His Hero 25 Years Later*, an exploration of race and sports in America; and *The Lemon Tree: An Arab, a*

Jew and the Heart of the Middle East, which was a finalist for a National Book Critics Circle award. His awards include a duPont-Columbia Silver Baton, three Robert F. Kennedy awards, a United Nations Gold Medal award and two honors from the Overseas Press Club. He previously taught at UC Berkeley's Graduate School of Journalism.

Respect for a lifetime of writing



Emeritus journalism professor **CLANCY SIGAL** shows off his lifetime achievement award, given him by the authors organization PEN USA at a Nov. 6 ceremony. "[Sigal's] work is a testament to the ferment and the fun he's found, a rip-roaring chronicle of his times that's as astute and funny as the author himself," wrote critic John Lahr.

FACULTY NEWS



SASHA ANAWALT, arts journalist and director of two USC Annenberg arts journalism fellowship programs, was appointed to the Pasadena Arts and Culture Commission.



Communication professor **JONATHAN ARONSON** co-wrote a chapter titled "Trade in Services Telecommunications" published in *A Handbook of International Trade in Services* by Oxford University Press.



Journalism professor **LAURA CASTAÑEDA** was chosen to complete a business journalism fellowship at Arizona State University.



Communication professor and Wallis Annenberg Chair in Communication Technology and Society **MANUEL CASTELLS** gave the 2007 Levin Lecture at Milano, The New School's management and public policy school, in New York.



BILL CELIS, a journalism professor and former education reporter for *The New York Times*, spoke at a Knight seminar on education sponsored by the Hechinger Institute for Education and the Media at Columbia University.



Journalism professor and Institute for Justice and Journalism associate director **MARC COOPER** is senior editor of the political Web site the Huffington Post.



Communication professors **JANET FULK** and **ANDREA HOLLINGSHEAD** (pictured) addressed a National Science Foundation policy workshop on virtual organizations in Washington, D.C.

Adjunct journalism professors **SCOTT GLOVER** and **MATT LAIT** will receive the Freedom of Information Award from the Los Angeles chapter of the Society of Professional Journalists at its spring banquet.



The Los Angeles City Council passed a resolution "Celebrating a Lifetime of Public Service" by senior scholar **ED GUTHMAN** at a Dec. 14 ceremony at City Hall. Attendees included

COUNCILMEMBER BILL ROSENDAHL and **MAYOR ANTONIO R. VILLARAIGOSA**.



With a speech titled "Rights and Responsibilities: The People, the Press and the Constitution," **JAY HARRIS**, journalism professor and holder of the Wallis Annenberg Chair in Journalism in Democracy, inaugurated the Cole C. Campbell Dialogue on Democracy at the University of Nevada, Reno.



Communication professor **THOMAS HOLLIHAN** gave the keynote address at the annual convention of the Japanese Association for Current English Studies in Tokyo.



The USC Office of the Provost honored communication professor **KWAN MIN LEE** with a USC-Mellon Award for Excellence in Mentoring.



Communication professors **PETER MONGE** (pictured) and **FRANÇOIS BAR**, doctoral candidate **SEUNGYOON LEE** and **SORIN MATEI** (Ph.D. Communication '99) published "The Emergence of Clusters in the Global Telecommunications Network" in the August 2007 issue of the *Journal of Communication*.



The Image of the Journalist in Popular Culture Journal, a new academic journal co-edited by journalism professor **JOE SALTZMAN**, will make its debut in fall 2008.



The USC Center for Scholarly Technology renewed a grant to communication professor **KEN SERENO** for his research into the effects of handheld student-feedback devices known as Clickers.



PHILIP SEIB, professor of journalism and public diplomacy, will edit a four-volume set for Sage Publications entitled *Political Communication*.



The Screen Actors Guild welcomed communication professor **STACY SMITH** as a panelist for a discussion on ageism in Hollywood.



Communication professors **REBECCA WEINTRAUB** (pictured) and **PATRICIA REILLY** and **NICHOLAS CULL**, who directs the master of public diplomacy graduate degree program, conducted a series of strategic-communication workshops for the U.S. Navy.



Online gamers like and trust their opponents more when they are able to communicate using voices, according to research published in the journal *Human Communication Research* by communication professor **DMITRI WILLIAMS**.



Journalism professor and Knight Chair in Media and Religion **DIANE WINSTON** won a grant from the American Academy of Religion for her research on faith and morality in television programs.

RESEARCH @ ANNENBERG

A partial list of funded projects and programs at USC Annenberg in 2008

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

PROJECT NAME

P.I. / DIRECTOR

MAJOR SPONSOR

Awards

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

Research Grants

Tailored Generation of Nutrition Information for Low-Income Recipients of Charitable Food	Peter Clarke, Susan H. Evans, Eduard Hovy	National Science Foundation, Kraft Foods, Ralph M. Parsons Foundation, U.S. Department of Agriculture, California Vitamin Settlement Fund
Legitimation of Nanotechnology in Society	Tom Goodnight, Sandy Green	National Science Foundation
Forgotten Pages: Bicentennial of the U.S. Latino Press	Félix Gutiérrez	USC Annenberg, Freedom Forum
Collaboration Framework to Prepare Against, Respond to, and Recover From Disasters (CP2R)	Andrea B. Hollingshead	National Science Foundation
Measuring Effects of Educational Games	Kwan Min Lee	Ministry of Education, South Korea; Korea Game Industry Development Agency
Textbook for Serious Game Education	Kwan Min Lee	Korea Advanced Institute for Science and Technology
New Directions in Stroke Neuro-Rehabilitation	Margaret McLaughlin, Albert Rizzo	National Institutes of Health
User-Centric Patient/Clinician Distribution Platform with Tele-Rehabilitation Application Case Study	Margaret McLaughlin, Roger Zimmerman, Carolee Winstein, Shri Narayanan	Zumberge Faculty Research and Innovation Fund
Center for Socially Optimized Learning in Virtual Environments (SOLVE)	Lynn Miller	USC Provost's Center for Interdisciplinary Research Fellowship
Virtual Sex: Real Risk Reduction for MSM	Lynn Miller, Stephen Read, Robert Appleby	National Institute of Allergy & Infectious Diseases/ National Institutes of Health
Annenberg National Health Communication Survey	Sheila Murphy, Michael Cody (with Annenberg at UPenn)	Annenberg Foundation Trust at Sunnylands
User-Directed News	Larry Pryor, Albert Rizzo	Integrated Media Systems Center, an NSF Engineering Research Center
The Impact of Hypersexualized Media Characters on Young Girls' Body Dissatisfaction and Weight Concerns	Stacy Smith	USC Provost's Humanities & Social Sciences Initiative
Hispanics and Health: Diverse Outcomes in a Diverse Population	Roberto Suro	Robert Wood Johnson Foundation, Pew Research Center
Learning in the 21st Century	Douglas Thomas, Sasha Barab	The John D. and Catherine T. MacArthur Foundation
Virtual Worlds Exploratorium	Dmitri Williams	National Science Foundation, Army Research Institute
Faith in High Definition: Morality and Mortality in Post-9/11 Television Dramatic Series	Diane Winston	American Academy of Religion

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

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

About this chart

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

This chart lists funded faculty research projects that are active during the 2008 calendar year. Every effort is made to ensure a comprehensive chart. To submit a project for publication, contact Alex Boekelheide, publications director, at boekelhe@usc.edu.



The roles we play, *online and off*

Communication professor **Dmitri Williams** turns his passion for multiplayer video games into groundbreaking research on our real-world interactions.

By *Claire Martin*

The stereotypical video-game junkie is a 19-year-old college student with a complexion that permanently glows like a computer screen, right? Well, not exactly. New research by communication professor **DMITRI WILLIAMS** shows that online gamers are a lot more like you than you probably thought.

Last year the popularity of online video games blossomed to an all-new high, with more than 13 million players spending approximately \$17.6 billion on game hardware and software.

Given those numbers, it may come as less of a surprise that the part-time-job earnings of students aren't the only thing fueling the surge in the industry. But for the first time, definitive data exists on exactly who is playing online games (the majority are in their 30s), how much time they're logging (an average of 26 hours per week) and their style of play (women make more enthusiastic gamers than men, for example).

Williams developed a database of personal information on thousands of players and then created a research tool that can analyze their in-game activity on a millisecond-by-millisecond basis – the combination of which provides a groundbreaking way of understanding and modeling group dynamics.

“Virtual worlds provide an unprecedented opportunity to think creatively about the dynamics of group behavior,” Williams says.

The potential ripple effect of the research is vast: It could inform how everyone – alone or in groups, from relief workers to health care professionals to public planners to the military – does their job.

The little research that's been done so far on online games has



occurred in controlled settings that don't replicate an actual in-game scenario, an omission that Williams believes ignores the important social dynamic between players engaged in group games like *Everquest2*. *Everquest2* is a massively multiplayer online game in which players form teams to compete and collaborate in a challenge, choosing their own race, class and role within their team (such as healer, protector or fighter).

“The game replicates many types of tasks we do in our daily lives,” Williams says. As such, it's an ideal proxy for studying human behavior and group dynamics.

People become psychologically committed in a way that's parallel to the way they feel about their jobs, their families and their well-being.

For the first phase of his research, Williams gained access to data on *Everquest2* players from the game's publisher, Sony. Sony agreed to administer an optional survey to 7,000 players, asking for personal information including age, gender, physical fitness and mental health history. The company also keeps logs of every millisecond of its users' play time and agreed to hand that information over to Williams – something no other company has ever done.

This put Williams in the unique position of not having to rely

on information players report about their play. “It’s a decent innovation because in studies we usually ask people what they did, and they almost always get it wrong,” he says. “That’s because they either want to look better or they simply can’t recall correctly.”

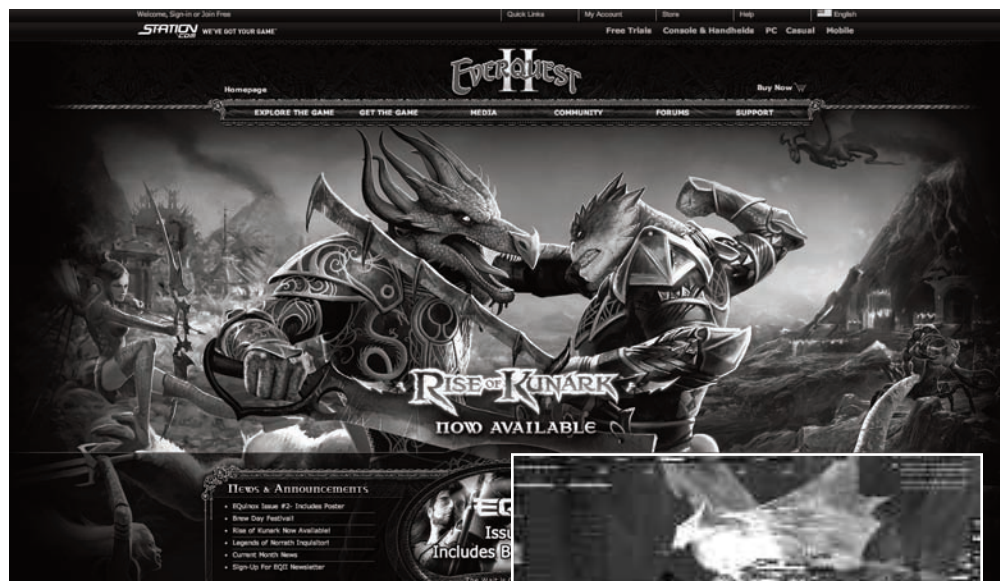
With the Everquest2 data, he can see exactly what they did, down to the millisecond. He takes that information and creates metrics of behavior, allowing him to theorize and model the dynamics of a group, including things like group effectiveness, recruitment, competition and cooperation. “Right now we can look at status, accomplishments and some other static indicators of social standing or effort or interest,” he explains. “Later, we’ll be able to chart actual patterns and changes in community and individual behavior.”

As a grad student at the University of Michigan, Williams used Internet gaming as a way to stay in touch with friends on the West Coast. Back in those days they played over phone lines, and they talked as they played. “As these games started to catch on among the real hardcore geeks, which included my friends and me, it struck me as a pretty interesting social practice that people were communicating through this new medium,” he explains. It was an era when the press was abuzz with stories on the bad influences of the Internet – namely, that it exposed people to predators and pornography. But Williams’ online experience had been positive.

In 2006, Williams testified before the U.S. Senate on the issue of games and violence. The video game industry was being held responsible for increases in real-world crime, but as far as Williams was concerned, the research that had been done on the topic was deeply flawed.

“I wasn’t saying games don’t cause problems, but I was saying I don’t think the research methodologies we’ve used so far are sufficient to have the strength of the conclusions people are coming out with,” he says. “Having said that, the industry recognized that my research agenda isn’t, ‘What’s wrong with games?’ but rather, ‘What’s going on with games – both good and bad?’”

That question still drives Williams, and the short-term goal of his current research is to describe what occurs in the game groups. But the bigger question is: What does this tell us about life offline? The challenge in formulating an answer lies in the fact



Williams’ research seeks the connection between video gamers’ behavior in online worlds and their real-world interactions. Above, the Everquest2 home page. At right, players engage in battle with a dragon.



that video games are, well, games. “The costs and the benefits and the incentives don’t line up all the time with the real world,” Williams explains. “For instance, death is an extremely high cost offline and in most games if you die it’s trivial.”

That’s not to say online players take their games any less seriously than they take the rest of their lives. “People become psychologically committed in a way that’s absolutely parallel to the way they feel about their jobs, their families, their well-being and their income,” he says. And he’s one of them. He played a session recently with a group of about 25. After spending three grueling hours working together as a team to reach a dragon at the end of a dungeon, his power went out. “I’m sitting there in the dark going, ‘Nooooooo! Nooooooo!’” he says.

Gathering actual data that links online and offline behaviors will involve instituting more controls – a phase of the research that’s a few years off. In the meantime, Williams wants to explore dozens of other questions using the database. He wants to know how a player’s occupation corresponds to the role he’s drawn to in the game, whether extroverted people are more likely to be aggressors, and if women are taking on the role of organizers.

“We know about the players’ lives offline, and we know their psychological profile, and then we look at their behaviors,” he says. “And the great thing is that at no point do we have to ask them, ‘Hey, are you a leader?’ or ‘Hey, do you invite others to join you?’ I’m never going to have to ask those questions because I can just track it. That makes me happy.”

1914

Journalism classes taught for the first time

1916

Journalism becomes its own department

1928

Department moves into Student Union building

1933

USC School of Journalism founded

1935

M.A. degrees offered for first time

1958

Bachelor's degree in public relations begins

75 years of journalism education: The School of Journalism marks a milestone

Continued from page 1

Journalism Days and annual High School Photojournalism Day, granting young people access to professional journalists.

In 1928, under the effective direction of **ROY FRENCH**, the department moved to a new home in the then-new Student Union Building, where it would reside for the next 52 years. The number of courses more than doubled; among them was a class called Reporting International News, taught by a journalist with extensive European experience. French also established a short-lived master's degree program. The school qualified for membership in the American Association of Schools and Departments of Journalism in 1934.

French had a vision – and some biases. A brusque newsman in *The Front Page* mold, French made it clear that he did not think women belonged in journalism. Two required courses were gender-specific: Women's Departments in Newspapers and Magazines enrolled only women students; Newspaper Advertising was strictly for the men. However, the first M.A. thesis, a comparison of the history of journalism in the United States and China, was written by **BETTY S. M. WANG**, of Shanghai, one of many international students on campus during the 1930s.

With the end of the Second World War, an influx of veterans studying under the G.I. Bill transformed the campus and the School of Journalism. Several years older than the typical undergrad, the vets had “very clear opinions about government, and about truth in journalism – really reporting what you saw and not using your opinion,” says **BEE CANTERBURY LAVERY** (B.A. Journalism '48), one of three women journalism majors in her class.

Among the G.I. Bill students were Pulitzer Prize-winning humorist **ART BUCHWALD** and **JESSE UNRUH**, the future California Assembly speaker and state treasurer. Buchwald's lack of a high school diploma prevented him from completing a journalism degree, but as a *Daily Trojan* columnist and managing editor of *Wampus*, the USC humor magazine, he was a Big Man on Campus.



The Daily Trojan newsroom, circa 1920.



The Daily Trojan staff poses for a group photo in 1927.

1971

Summer study-abroad program in Geneva begins

1974

Broadcast journalism studies offered for first time

1991

"Impact" makes its first weekly broadcast

1998

"Annenberg TV News" debuts

2008

USC Annenberg journalism today: more than 600 journalism and public relations students, six degree programs, 35 full-time faculty members and nearly 100 adjunct instructors

Journalism instruction in those days was "very basic," says **CLIFF DEKTAR** (B.A. Journalism '50), a *Daily Trojan* sports writer and *Los Angeles Mirror* stringer who later helped launch ABC Sports. "It was 'how to edit,' 'how to report.' They had an outstanding class on the law of the press, but there was no public relations and only one class in radio writing."

The 1950s and early '60s saw rocky times for the school. In 1956, the American Council on Education in Journalism, citing (among other things) low faculty salaries, high workloads and a faculty with little real-world experience outside California, revoked the school's accreditation. In spite of this blow, the program continued to develop. **JOHN MCCOY**, the director at the time, was able to inaugurate the bachelor's degree program in public relations in 1958.

And the students continued to learn and to develop their skills, earning recognition for the quality of their journalism. *Daily Trojan* editor **BARBARA EPSTEIN SALTZMAN** (B.A. Journalism '62) wrote about a USC medical school dean threatened with dismissal for attending a national conference at which the possibility of a national health program for senior citizens (later known as Medicare) was discussed. The *Los Angeles Times* picked up the story...and the dean kept his job.

Accreditation was regained in 1967, thanks to the efforts of a hard-working and dedicated alumni association and the inspired and inspiring leadership of **THEODORE KRUGLAK**, a specialist in international news media. Kruglak enlarged the focus of the journalism program to include mass communication and the interpretation of international news; he also added specialized reporting courses.

Kruglak also reinstated the master's degree in journalism begun under French and established the school's first European summer-study program in 1971. At the same school where real-world experience once meant interviewing a Teddy Roosevelt impersonator, students could now take courses at the University of Geneva and intern at AP and UPI, reporting on conferences at United Nations headquarters, as well as serving as correspondents for their hometown newspapers. Kruglak, with the help of **KENNETH OWLER SMITH**, also helped to solidify the public relations program, which in 1973 became the first accredited PR program on the West Coast.

BILL FAITH (Ph.D. Communication '76) began teaching PR in 1975. "Communication management is the emphasis we tried to get across, not persuasion," Faith says. "I would tell students, what we're really going to deal with here are public



Los Angeles City Councilman **JOHN FERRARO**, left, delivers a City Council commendation to journalism school director Theodore Kruglak.

relationships based on truth, on honesty."

But the world of the late 20th century was vastly different from the world of 1914, and journalism had changed as well. Underwood typewriters were not the only things that had disappeared. The USC School of Journalism strove to make sure that the students were being prepared to meet the challenges of this exciting, rapidly evolving field.

In 1974, **JOE SALTZMAN** (B.A. Journalism '61) – then a producer at CBS – was hired to revamp the telecommunications program. He established a broadcast journalism major, created new syllabi and recruited veteran broadcast journalists **MIKE DANIELS** (B.A. Telecommunications '58), **WARREN OLNEY** and **ROBERT SIMMONS**.

But the school's broadcast studio was hopelessly out of date, and the university balked at paying for new equipment. So Saltzman made an anonymous phone call to the Los Angeles Fire Department to complain about fire code violations. "The fire officials showed up the next day and declared the studio a fire hazard," he says. "The University then paid to upgrade the studio and buy us new cameras."

The '70s also saw increases in minority enrollment, and in 1979, **FÉLIX GUTIÉRREZ** was the first Latino to join the journalism faculty. The California Chicano News Media Association (CCNMA), the oldest regional organization of journalists of color in the nation, which had been housed in Gutiérrez's garage, was moved to an office on campus. Gutiérrez also organized the first Journalism Opportunities Conference. Initially a job fair for minority students, it is now open to all.

M.A. theses of the time reflect shifts in social awareness as well as in the process of newsgathering. **CLINT WILSON** (M.A. Journalism '70, Ed.D. '77) wrote "Right On, Brother: The Heritage of Mass Communications Among Black Americans." **VIRNELL ANN BRUCE** (M.A. Journalism '77) analyzed the coverage of women in newspaper sports pages. **JULIE DENISE FOSGATE**'s (B.A. Broadcast Journalism '76, M.A. Journalism '78) thesis considered the question, "Computers in Journalism: Aid or Obstacle for the Investigative Reporter?"

As enrollment increased in the mid-'80s, with as many as 800 majors, including double majors, competitiveness among students also increased. "Everyone wanted to be the best, which was a very good thing," says **TRACY SMITH** (M.A. Broadcast Journalism '93), who is now a national correspondent for "The Early Show" on CBS. "There were just a few slots for stories and for anchors on 'Impact' [USC Annenberg's newsmagazine program], and that's how it is in the real world."

Female students, long since freed from the confines of the "women's departments," still faced obstacles, and they more than rose to the challenge. "'Breaking the glass ceiling' was the big phrase," says **KYRA PHILLIPS** (B.A. Broadcast Journalism '90), the CNN news anchor, who dreamed of a career as a foreign correspondent. "Professor Gutiérrez said, 'You need to distinguish yourself from all the other women.' So I traveled to Central America, went to intensive Spanish school, to Israel on an exchange program and to Spain."

The school's focus on international journalism, begun with that lone Reporting International News class in 1927, became even more extensive in the '80s and '90s. Under the direction of **BRYCE NELSON**, a Rhodes Scholar and longtime journalist, the school expanded its study-abroad programs. As a faculty



Journalism professor Félix Gutiérrez leads students in a discussion in the History of News in Modern America class.

member, **MURRAY FROMSON** raised nearly \$3 million to establish the Center for International Journalism, which provided \$30,000 fellowships for working journalists, with a focus on Latin America.

In 1994, Fromson became director of the school and appointed Joe Saltzman associate director. With Fromson at the helm, the nightly news program "Annenberg TV News" began, with equipment donated by Avid. Broadcast journalism students had the equivalent of the *Daily Trojan* – and a chance to work under tight deadline conditions.

The year of Fromson's appointment, the School of Journalism (and the School of Communication) became part of the USC Annenberg School for Communication. And in 1996 **GEOFFREY COWAN** became dean. "And suddenly," Joe Saltzman says, "anything and everything was possible. He created an atmosphere where all you needed was passion for a good idea, and Geoff was on your side to make it happen."

MICHAEL PARKS, the Pulitzer Prize-winning former editor of the *Los Angeles Times*, began teaching at the school in 2000 and was named director in 2001. He oversaw the addition of a large cohort of younger professionals to the full-time faculty, as well as new programs in radio and photojournalism.

Parks also led the curriculum into the 21st century by ensuring that all journalism students learn to write and edit across three media. New courses in specialized aspects of journalism – such as science writing, media and religion, and immigration issues – reflect the school's ongoing response to the complexity of our times and are a direct response to industry demands for specialized journalism education.

Four years into Parks' tenure, the school celebrated another achievement: a glowing report from the Accrediting Council on Education in Journalism and Mass Communications. Citing school leadership, "an enterprising new curriculum" and a wide range of professional programs, the committee report states, "Rather than wondering about its future, the school now sees its mission as pushing into the forefront of journalism education."

With the appointment of **DEAN ERNEST J. WILSON III** in 2007, this spirit of innovation, impact and internationalism continues to flourish. The school has grown far beyond those humble beginnings in that house on West 35th Street.

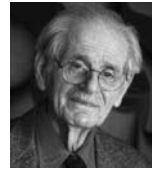
Parks once said, "The measure of achievement of a school...is what the graduates do." And the true measure of what has been achieved in the last 75 years lies in the work that USC Annenberg's alumni and students produce every day. No longer confined to mock press conferences in a classroom, they now get real-world experience and apply that experience to inform the real world. **A**

‘Improving the practice of journalism’

Michael Parks reflects on seven years at the helm of the journalism school

In June 2008, **MICHAEL PARKS**, the reporter and Los Angeles Times editor who won a Pulitzer Prize for his coverage of the end of apartheid in South Africa, will conclude his term as director of the journalism school. Writer-in-residence

NORMAN CORWIN asked Parks to share his thoughts on his tenure.



Norman Corwin

NORMAN CORWIN: I'd like to begin by asking what you have concluded to be common to both major divisions of journalism – professional and academic – and what you consider their major differences.

MICHAEL PARKS: The way I characterize what I've tried to do here was to improve the practice of journalism to benefit the society that it serves. And so I guess the difference is that in 38 years in daily journalism, I was doing journalism, and whether I was a reporter or an editor, we did it every day. Here, I'm trying to improve that practice by educating men and women to do journalism by critiquing the way journalism is being done, and by suggesting better ways to do things, so I suppose those are the differences. The similarities, I think, are in the basic thrust of good journalism serving democracy, whether you're doing it or trying to improve it.

CORWIN: What do you consider the up- and downsides of your office, and what would be the essence of whatever you recommend to your successor as director?

PARKS: One of the things that [Associate Director] Patricia Dean and I have really worked to do is to create within the faculty, and thus within the school, a sense of community; that we are interested in each other, that we share common purposes, that we want to do our work well, that we want this to be a good place in which to work, that we care about each other, and we hope that these values get carried over into the work that our students will do when they go forth. I think back to



what friends of mine in the African National Congress used to say before they came to power, and they would have these long meetings trying to discuss and resolve issues, and there would always be somebody who said, “Why don't we just make a decision?” and the response was you can't build a democracy by undemocratic means. Apply that to a school like this. We can't expect our students to be working to improve the performance of society by seeking truth and sharing understanding unless we create a community that is focused on that.

What will my successor do?... I don't know. I will help in any way I can, but I think that the challenge of this job is thinking about ways to improve the practice of journalism, to keep your mind on why we do journalism the way we do it, what are our traditions in American journalism, and to make sure that those values and that sense of ethics continue, even as

journalism changes rapidly. You know we're in an era of active change, and some of the changes are discontinuous – that is, it is not a straight evolution. The digital transformation of so many means of communication has amplified the social and political and economic changes under way, and so teaching journalism in this turbulence is hard. Preparing students to do good journalism while everything is changing is hard, but good things are never easy. And so I hope that my successor sees in the challenge great reward. ■

Read the whole interview at annenberg.usc.edu/corwinparks

Bleiweiss bequest supports social justice and labor issues

In the mid-1970s, **ROBERT BLEIWEISS** decided to take a detour from his career as a journalist to enroll in USC’s Master’s of Liberal Studies program. “I had a terrific experience at USC,” he says. “Studying with top faculty from so many different fields was one of the great experiences of my life.”

More than three decades later, he returned to USC with his wife, Vida, to see if they could rekindle that same sense of excitement – this time at USC Annenberg’s School of Journalism – by promoting work that lies close to their hearts.

“Vida and I have been disturbed by the decline of media coverage about worker-related issues,” Bob explains. “Working people make up an important part of America’s middle class, yet today they’ve been labeled as a ‘special interest group.’ We wanted to find a way to encourage a new generation of journalists to inform the public about this core issue.”

And so, following discussions with School of Journalism director Michael Parks, the Bleiweisses have made a \$500,000 bequest to the school, to establish a program that will encourage journalists to report on issues that concern American workers.


This program is the logical extension of Vida and Bob Bleiweiss’ 27 years of supporting working men and women. In 1981 they bought a company that provided publications and other media as well as public relations for labor unions. Over the years Bob and Vida, and later their daughter, Ellen Anreder, built the company into Bleiweiss Communications Inc., a leading provider of media and public relations services for labor unions.

“We’ve made a success out of a little company,” Bob says. “And now Vida and I would like to give back, by encouraging journalism students to help people become informed about social justice and labor issues – information that we believe is crucially important to America today.”



Robert and Vida Bleiweiss’ \$500,000 bequest to the school will encourage reporters to cover issues concerning American workers.

“At one time,” he notes, “major beat reporters covered worker issues. There have been some great names in American journalism who devoted themselves to labor issues, such as Harry Bernstein and Henry Weinstein.

“We want to believe that one day one or more people of similar caliber and commitment will come out of the program we are establishing with our bequest. That would be satisfying to us and would make a great contribution to American society.” 

USC offers new planned giving option

USC now offers a new type of charitable remainder trust that gives donors the likelihood of much better investment returns while they support the school or program of their choice. This new program, recently approved by the IRS, is one of very few around the country that allow trust principal to be invested in the university’s endowment – which has consistently realized much higher returns than most private investments, an average of more than 12 percent per year over the past two decades.

The new charitable remainder trusts provide attractive payouts for donors to USC Annenberg, with growth in future payouts dependent on the performance of the overall endowment. Each trust’s entire remainder value ultimately reverts to USC’s endowment.

If you’re interested in finding out how you can take advantage of this win-win opportunity and support the Annenberg School, contact Lambert Bittinger in the USC Planned Giving Office at (213) 740-2682 or lbitting@usc.edu.

ALUMNI NOTES

STEVEN J. HARRIS (B.A. Journalism '67), vice president for global communications at General Motors, was inducted into the Arthur W. Page Society's Hall of Fame at the Society's annual meeting. The Page Society is a professional association for senior PR and corporate communications executives, with membership consisting primarily of chief communications officers of Fortune 500 corporations, CEOs of the world's largest PR agencies and leading academics from the nation's top schools.

LANCE S. SPIEGEL (B.A. Journalism '68, J.D. '71) has been selected by *Worth* as one of the top 100 lawyers in the country. Lance is a member of the Beverly Hills law firm Kaufman, Young, Spiegel, Robinson and Kennerson.

JANET CLAYTON (B.A. Journalism '77) has been named president of Think *Cure*, a Los Angeles Dodgers charity that raises money for cancer research. She recently retired from the *Los Angeles Times*, where she was the assistant managing editor.



ALEXIS JONES (M.A. Communication Management '07) is a contestant on CBS' "Survivor: Micronesia"

LARRY KAPLAN (M.A. Broadcast Journalism '78) has been named executive director of Workplace Hollywood, a nonprofit organization dedicated to increasing diversity in the entertainment industry by offering educational programs, training, counseling, placement services and advocacy. Workplace Hollywood was founded by entertainment industry leaders, who continue to provide support for the nonprofit.

RICHARD BOZANICH (B.A. Print Journalism '79), who has early-stage Alzheimer's disease, was profiled in the *Los Angeles Times* on September 30 for his work to raise awareness about and reduce the stigma associated with this disease. He was co-

host of a conference in Los Angeles held last October titled "Living Our Lives, Planning for Our Future," targeted for people who are experiencing memory loss and other symptoms of early-stage Alzheimer's disease, their family members and care partners, as well as professionals. Last March, the Alzheimer's Association sent Richard to Washington, D.C., to participate in its Public Policy Forum. He also helped the Alzheimer's Association raise funds during its annual Memory Walk on November 4.

GARY L. KREPS (Ph.D. Communication '79) is founding director of the Center for Health and Risk Communication at George Mason University's Department of Communication, where he holds the Eileen and Steve Mandell Endowed Chair in Health Communication.

DAVID B. GOLDBERG (M.A. Broadcast Journalism '81), his wife, Karin, and their four children have lived in Jerusalem for the past 10 years, where he heads the Israeli office of LZI, a media watchdog and public diplomacy firm he has been involved with since 1972.

TOM HOFFARTH (B.A. Print Journalism '84) was honored by *Sports Illustrated* as one of three "mainstream sports media bloggers of the year." According to that publication, "More and more newspapers will eventually follow the path forged by [*Newsday's* Neil] Best and Hoffarth." Tom is a sports columnist for the *Los Angeles Daily News*.

CHERYL DORSEY (B.A. Communication Arts & Sciences '85) was voted Woman of the Year by Women in Cable & Telecommunications, Southern California chapter.

RICHARD SWEARINGER (M.A. Print Journalism '85) has been promoted to senior food editor at *Better Homes and Gardens* magazine.

ALFREDO RUFIN (M.A. Journalism '86) is director of admissions at Universidad del Desarrollo in Santiago, Chile. He previously taught photojournalism and broadcast journalism at Universidad Gabriela Mistral, the oldest private university in Chile.



MIKE JACKSON (M.A. Communication Management '81) has been named CEO of Speedshape Inc., a technology

company that provides computer-generated animation and digital imagery services for automotive and entertainment clients. He previously was vice president of North American marketing and advertising at General Motors.

GUY R. GRUPPIE (B.A. Broadcast Journalism '88) has been elected to membership in the American Board of Trial Advocates (ABOTA) by the organization's national board. ABOTA is the leading civil trial lawyer organization in the nation and requires its members to have significant jury trial experience for election to its limited ranks. Guy, a former reporter and editor at the *Los Angeles Times*, is a senior partner in Los Angeles-based Murchison & Cumming, LLP, where he specializes in trial work in defense of tort and commercial claims.

JOHN BURMAN (B.A. Print Journalism '90) has joined Forbes Inc. in New York as special project director. He previously was executive director of the Star Power and Director Power projects at *The Hollywood Reporter*, as well as the publication's international general manager.

BILL WALKER (B.A. Communication Arts & Sciences '90) is fire chief of the Fountain Valley Fire Department in Orange County. Last year *The Orange County Register* published an article about his fast rise through the rank and file of the department. During the recent devastating fires that raged throughout the Southland, Chief Walker, his colleagues in the Orange County Fire Chiefs Association and their crews spent the first 48 hours fighting fires without any outside assistance on the front lines. Their work was rewarded by minimal property damage in spite of more than 3,000 homes being threatened by the blazes.

ALUMNI NOTES

MARCO BRACAMONTES (M.A. Communication Management '90) curated a photography exhibit, "The Birth of Mexico's Oil Industry," which



was shown in Austin, Texas, last May in conjunction with the Texas General Land Office. The exhibit then traveled to

Mexico, where it was featured during the 2007 Texas Trade Mission to Mexico. The photographic history display previously was shown in Houston, Dallas and Tampico, Mexico. Marco is president of the Houston-Tampico Sister City Association.

TODD NELSON (M.A. Communication Management '91) received a Standard of Excellence 2007 WebAward from the Web Marketing Association and a Best Member Newsletter 2006 Marketing Award from the National Association of Federal Credit Unions. He is vice president of marketing and communications for the AFTRA-SAG Federal Credit Union.

FRAN VALMANA (M.A. Broadcast Journalism '91) is owner/founder of FJ Communications in Madrid, Spain, a communications and public relations firm that works with companies in banking and finance, new technologies, consumer affairs, energy, transportation, health, public affairs, and corporate social responsibility.

WILLIAM GROSS (B.A. Broadcast Journalism & International Relations '92) is media director for the Oregon State Legislature. He was responsible for the statewide launch of the Oregon Channel, a television channel modeled on C-SPAN, which includes gavel-to-gavel coverage of Oregon's Legislature and Supreme Court and public affairs events. He received the National Conference of State Legislators Staff Achievement Award for his work with the Legislative Information and Communications Staff Section.

ELIZABETH FEFFER (Ph.D. Communication '93) has been appointed by Gov. Arnold Schwarzenegger as a judge of the Los Angeles Superior Court. She previously was a partner with the San Marino law firm Jones & Mayer.

GARRETT GLASER (M.A. Communication Management '93) has launched a consulting firm, Garrett Glaser Strategic Communications, which specializes in media training and public-speaking training. As a communication consultant, he has worked for clients such as Sun Microsystems, Samsung and American Eagle.

KIMBERLY LUCE (M.A. Communication Management '93) is working on a two-year assignment in Spain as executive director of programming and production for the Disney Channel, Spain.

SERGIO BUSTOS (Graduate Certificate International Journalism '95) is co-author of *Miami's Criminal Past Uncovered*, which was published by History Press last month. He is an assistant city editor for the *Miami Herald*, supervising the paper's law enforcement and court reporters.

TONY GNAU (B.A. Broadcast Journalism '95) and his company, T60, won four silver International Davey Awards, presented by the International Academy of the Visual Arts to recognize outstanding work by film or video production companies that bill less than \$8 million a year.

GEOFFREY (LIPPROSS) ROSS (B.A. Communication Arts & Sciences '98) and his company, Project One Films, are co-producing "La Linea," a crime drama loosely based on the infamous Arellano Felix drug cartel, starring Ray Liotta, Esai Morales and Valerie Cruz.

LISA SIGELL (B.A. Broadcast Journalism '98) is a reporter for KCAL Channel 9 in Los Angeles during its weeknight primetime newscasts, and for KCBS Channel 2 Los Angeles for its 11 p.m. broadcast. She also co-hosts the local Muscular Dystrophy Association Labor Day Telethon.

JOSEPH E. MANAHAN (M.A. Communication Management '99) is a JAG attorney for the United States Air Force, deployed to Baghdad, Iraq, until the summer of 2008. As a member of the Law and Order Task Force, Judicial Reconstruction Team, Capt. Manahan advises Iraqi judges and attorneys on improving the Iraqi court system.

SORIN A. MATEI (M.A. Communication '99, Graduate Certificate Geographic Information Science '00, Ph.D. Communication '01) is an associate professor of communication at Purdue University, where he has developed a program that allows students to use eye-tracking headsets to navigate in 3-D through a model of the Roman Forum in 400 A.D., as a means of studying history.



LACY ZOBEL (B.A. Communication '02, M.A. Communication Management '04), was promoted to sergeant while serving in the U.S. Army in Afghanistan.

CHRISSE CASTRO (B.A. Print Journalism '00) has been appointed by Mayor Antonio Villaraigosa to the Los Angeles City/County Native American Indian Commission. She also serves as council coordinator for the American Indian Children's Council and the Los Angeles County Children's Planning Council, where she is charged with engaging residents and communities in improving conditions of the American Indian community in Los Angeles. She previously worked as a marketing and public relations manager for USC Health Sciences and as a teaching assistant in American Indian Studies at UCLA.

SETH DOANE (B.A. Broadcast Journalism '00) has been hired by CBS News as a New York-based correspondent. He previously was the New Delhi-based correspondent for CNN International. In announcing Seth's appointment, CBS News & Sports President Sean McManus called Seth "one of the most impressive young reporters working today."



DAVE CHUNG (B.A. Communication '06, M.A. Communication Management '07) was one of 26 winners of

Billboard magazine's summer Mobile Beat blogging contest. He now is covering concerts in the Los Angeles area for Billboard.com.

LAUREN LAMKIN (B.A. Public Relations '00, M.A. Communication Management '03) was recently promoted to vice president at Hill & Knowlton in Los Angeles. She has been at Hill & Knowlton for five years and manages major agency accounts including Adidas America and London's Chelsea Football Club.

GRAHAM B. WIGGINS (B.A. Communication '00) has accepted a position as managing director of development and programming for digital media with Endemol USA in Los Angeles. Graham wrapped up work on Season 4 of Gordon Ramsey's television show "Hell's Kitchen" and recently began work on Season 5. He has hired three USC Annenberg alumni as production assistants on the show.

TALLEAH BRIDGES (M.A. Broadcast Journalism '02) was associate producer of "Operation Homecoming," a documentary that was nominated for the documentary feature Oscar. **MEGAN PARLEN SCHWARTZMAN** (M.A. Broadcast Journalism '05) also worked on the production.

JOSH MELTZER (B.A. Public Relations '02) has been promoted to deputy director of communications at the Empire State Pride Agenda, a statewide educational and political advocacy organization working toward equality and justice for lesbian, gay, bisexual and transgender people.

JONATHAN ABRAMS (B.A. Print Journalism '05) has joined the *Los Angeles Times*' sports department, with a first assignment of covering the Los Angeles Clippers basketball team.

TAMIKA THOMPSON (M.A. Broadcast Journalism '05) is a staff associate producer for news coverage at the Burbank bureau of NBC News, where she produces stories for "Nightly News" and "Today," as well as live shots for MSNBC. Tamika works all shifts on the desk, including crew manager, assignment editor and desk producer, and she fills in as tape producer on occasion.

MEGAN BAGDONAS (M.A. Print Journalism '06), who covers the Palos Verdes Peninsula for the *Daily Breeze*, received a Rotary International fellowship to study for a year in Tanzania.

JACKIE ELLIS (B.A. Public Relations '07) is the main propulsion officer and the public affairs officer on the USS Antietam (CG-54), based in San Diego. She recently returned from a four-month deployment to the Persian Gulf.



BOB GOLD (Communication Management '80) has been appointed to the board of directors for the

Society of America's Los Angeles chapter.

DANIEL HEIMPEL (M.A. Print Journalism '07) received the Price Child Health and Welfare Journalism Special Interest Award for a series of stories he wrote as his master's thesis about a lacrosse team in South L.A. The awards are presented annually by the Children's Advocacy Institute at the University of San Diego School of Law, to recognize journalism that makes a significant impact on the welfare and well-being of children in California and advances the understanding of child health and well-being issues.

Ph.D. Communication, 1988
Vice President, Market Research

M.A. Print Journalism, 1972
Executive Editor

B.A. Public Relations, 1997
Senior Account Executive

M.A./M.Sc. Global Communication, 2005
Worldwide Brand Manager

Annenberg alumni are closer than you think.

Join the Annenberg alumni online community and find out what you're missing. Submit alumni notes. Find your friends. Network with your peers. Who knows, your next contact could be right down the street.

Log on today at WWW.ANNENBERGALUMNI.COM



LAURA LANE
(B.A. Broadcast Journalism '07) was featured in the November edition of *Rolling Stone* for winning the

magazine's College Journalism Competition in the entertainment category, for her article on Ryan Seacrest. "He didn't like some of the things I wrote about," Laura told *Rolling Stone*, "but I was trained to write articles that are fair and balanced. And I did just that."

AMANDA MAYNARD (B.A. Broadcast Journalism '07) is a sports anchor and news reporter at KXLF-TV, a CBS affiliate, in Butte, Mont.

MELBA NOVOA (B.A. and M.A. Communication & Communication Management '07) received a Bronze World Medal in the Profiles/Community Portraits category from the New York Festivals Radio Broadcasting Awards for her documentary "Day of the Dead: Celebrating Life and Death." Melba wrote, produced and directed the documentary, which was taped in Mexico, Ireland and the United States. This is the 30th industry award Melba has received.

ARAM SINNREICH (Ph.D. Communication '07) has accepted a position as visiting assistant professor in the Steinhart Department of Media, Culture and Communication at New York University.

DAVE TAYLOR (B.A. Broadcast Journalism '07) has received his second promotion since graduating in May. He is now a production assistant for "Dailies" on ReelzChannel and is producing two segments for movies.com, "MAX: Fan on the Street," which he has been producing since May 2007, and "On the Red Carpet." Dave also coordinated volunteers for the National Association of TV Program Executives' LATV Festival.

ARIEL WESLER (B.A. Broadcast Journalism '07) is weekend news anchor at the high-definition station KOHD-TV, an ABC affiliate in Bend, Ore.

IN MEMORIAM

SUE EARNEST (Ph.D. Speech Communication '47) died November 8, 2007, at her home in Mission Hills, Calif., at the age of 100. She taught at San Diego State University, where she was a speech professor, for 26 years. She served as chair of the Department of Speech Pathology and Audiology for 18 years before retiring in 1973. She co-founded SDSU's Speech and Language Clinic and helped to launch a similar clinic at the San Diego Naval Medical Center in 1971. Dr. Earnest was born in 1907 in Grand Forks, N.D. She moved at an early age to Encanto, where she helped to herd goats on her family's ranch. She attended San Diego State Teachers College, earning a theater degree in 1928 and a master's degree in speech in 1938. She taught in San Diego before moving to Kentucky in 1944, spending two years as a speech professor at the University of Louisville. After returning to California, she earned her Ph.D. in speech at USC. She joined the faculty of San Diego State College, as it was then known, in 1947, and was named a full professor in 1954. After retiring, Dr. Earnest served as president of the SDSU Alumni Association and the SDSU Friends of the Library. She served on a California state panel that reviewed applications for new personalized license plates, to make certain they met

the state's standards for social acceptability. She also worked with several nonprofit organizations, including United Cerebral Palsy, the YWCA, the Old Globe Theater in San Diego and the American Educational Theater Association. Dr. Earnest is survived by her son, Les Earnest of Los Altos Hills, six grandchildren, eight great-grandchildren and two great-great-grandchildren. Memorial donations may be made to the Dr. Sue Earnest Scholarship, attention Stephanie Scollo, College of Health and Human Services, San Diego State University, 5500 Campanile Drive, San Diego 92182-8045.

JENNIFER ANNE RATTO (B.A. Social Sciences and Communication '90) died on December 5, 2007. While at USC she received a Haines Foundation Scholarship and was selected as one of 12 students who visited Japan as cultural ambassadors. She earned a master's degree in international public health from Loma Linda University. During her studies there, she traveled to Africa to establish health clinics in impoverished villages. Later in life she also traveled to Turkey, Tahiti, Hawaii and throughout Europe, and pursued her interests in photography, ceramics and decorating. She is survived by her husband, Mark, and their two daughters, Sophie and Jane.

The Importance of Seeing Ernest

Dean Ernest J. Wilson III continues his travels around the country this year, talking about the future of the USC Annenberg School.

Having already visited Tokyo, Washington, D.C., New York, Orange County and San Diego, Dean Wilson will travel to San Francisco, Chicago, Texas and Seattle to meet alumni, parents and friends.

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

Update your e-mail address at: ANNENBERG.USC.EDU/ALUMNIANDPARENTS

ALUMNI NOTES

Advertising for the common good

Alumna Peggy Conlon mobilizes the media on America's behalf



If USC Annenberg were to search for the alum who best illustrates Dean Ernest J. Wilson III's strategic themes of Impact and Innovation, **PEGGY CONLON** (M.A. Communication Management '80) would be an excellent candidate.

As president and CEO of the nonprofit Advertising Council, Peggy presides over the organization responsible for such legendary public service

announcements (PSAs) as "Friends Don't Let Friends Drive Drunk" and "A Mind Is a Terrible Thing to Waste." The Ad Council partners with the nation's top ad agencies to create PSA campaigns that address the nation's most critical social issues, mobilizing more than \$2 billion of pro bono advertising time and space annually for these campaigns.

"We continuously track trends in America to identify issues that will be important to our country and its citizens," she says. "For example, years before today's mortgage meltdown, we ran a campaign designed to help home owners avoid foreclosures. Our campaign helped thousands of people save their homes. That's pretty impressive."

Peggy also makes sure the Ad Council stays ahead of technological trends. Since many of the PSA campaigns are targeted at young people, she has led efforts to ensure that these PSAs integrate the rich digital opportunities available today.

"We have developed a terrific new-media model that utilizes a variety of digital channels, such as sponsored links in search results, banner ads, buddy icons on AOL and our own channel on YouTube," she says. "All of our creative work is done by 50 leading ad agencies around the country. They provide us with the best of the best thinking about how to take advantage of digital space to promote our PSAs."

Peggy's introduction to the importance of new media came at USC Annenberg. "After earning my bachelor's degree, I heard about Annenberg's graduate communication management program. It was like nothing I'd ever seen – it was so specialized and unique for its time that I had to enroll."

She says her studies at Annenberg helped to shape her entire

career, which has included her work as vice president/group publisher of the Broadcasting & Cable Group and as group publisher for the Electronics Group of news weeklies at CMP Publications, a high-tech publishing company. Along the way, she has received the New York Women in Communication's Matrix Award for Advertising and was named the 2005 Advertising Women of New York's Woman of the Year.

"In my courses at USC Annenberg we studied new communications technologies, which of course has proven invaluable over the years. I'm constantly putting the things I learned into practice. It has been especially exciting to see how our studies of new communications technologies have played out over the years," she says.

This knowledge has served Peggy well. Since joining the Ad Council in 1999, she has seen her organization double the output of its public service advertising campaigns, with the value of ad space and commercial time donated by interactive media up 176 percent over the past four years.

Impact and Innovation, indeed. 

alumni spotlight

Help us get to 100%!

Calling all parents of USC Annenberg students and alumni:

There's still time to make your annual gift to the Parents Fund!

You'll be supporting the newly established **Innovation Fund** to help provide new opportunities for our students.

We're counting on our generous parents to help us reach our goal of 100% participation. It's easy and rewarding, and every gift makes a difference!

Make your gift today!

Call Josh Larsen at (213) 821-1660 or visit ANNENBERG.USC.EDU/PARENTSFUND.



Annenberg Agenda

Spring 2008

Alex Boekelheide
Editor

Jonathan Arkin, Margaret Bechard,
Cathy Curtis, Jackson DeMos, Sharon Fain,
Meredith Goodwin, Claire Martin
Contributing Writers

Dan Avila, Barbara Davidson, Phil Channing,
Steve Cohn, Lonnie Duka, Erica E. Lusk,
Bill O'Leary, Brian Morri, Arianna Sikorski,
Maggie Smith, Geoffrey Wade
Contributing Photographers

Roberto San Luis, San Luis Design
Designer

Geoffrey Baum
Executive Editor

Amy-Jo Luna
Director, Alumni Relations

Larry Gross
Director, School of Communication

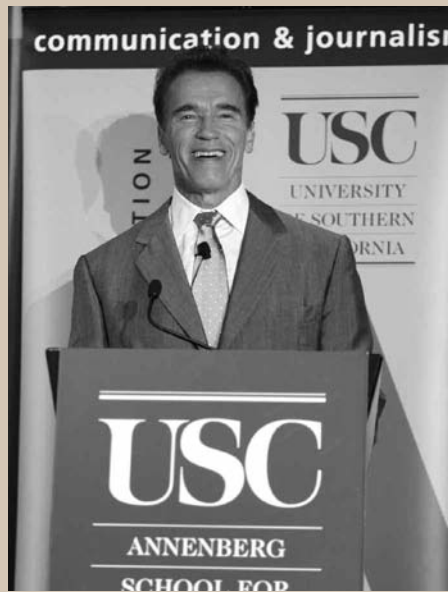
Michael Parks
Director, School of Journalism

Ernest J. Wilson III
Dean

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

Annenberg Agenda is the newsletter of the USC Annenberg School for Communication. For more information, visit ANNENBERG.USC.EDU

Annenberg Agenda welcomes your feedback. Send your comments to BOEKELHE@USC.EDU



Schwarzenegger keynotes digital infrastructure event

California GOV. ARNOLD SCHWARZENEGGER, DEAN ERNEST J. WILSON III and senior communication and entertainment industry leaders called for ongoing dialogue about how to meet California's digital infrastructure needs at a conference organized by USC Annenberg's Center for the Digital Future.

In his remarks, Schwarzenegger cited studies that say the state's infrastructure was built for about half of its current 37 million residents, and said the state will need to invest \$500 billion in infrastructure within the next 20 years.

"When you look at those numbers, you know there is not enough money in the public sector with the taxpayers because they could never afford it," he said. "This is why I'm promoting public-private partnerships. I'm very excited about what the future holds."

Dean Wilson said the exciting transition to an information society is having a profound impact on California's economy, politics, culture and communities.

"The digital future is something we are experiencing and inventing every day," Dean Wilson said. "However, while the digital future is in many respects already here, it's not evenly distributed."

USC ANNENBERG ■ ■ ■
■ ■ ■ SCHOOL FOR COMMUNICATION

3502 Watt Way
Los Angeles, California
90089-0281

Non-Profit
Organization
U.S. Postage
PAID
University of
Southern California

**Alumni! Visit our online community at
WWW.ANNENBERGALUMNI.COM**

Enter your Alumni ID (on the mailing label)
and set your password.