

A fan of the fans: Henry Jenkins joins USC's digital culture

USC's scholarly leadership in communication, cinematic arts and digital culture will get a big boost in July, when comparative media researcher **HENRY JENKINS** (pictured) moves from the Massachusetts Institute of Technology to USC. In a joint appointment with USC Annenberg and the School of Cinematic Arts, Jenkins will be Provost's Professor of Communication, Journalism and Cinematic Arts.



Reaction to the news of Jenkins' appointment was swift and complimentary. "The school has been steadily building its roster of researchers with expertise in social media, video games, virtual worlds and online video," wrote the *Los Angeles Times*. "[Jenkins' arrival] bolsters USC's bragging rights as a West Coast hub for digital media studies."

In an e-mail interview, Jenkins puts his work in perspective, explaining how digital convergence could affect you in ways you may never have expected.

ANNENBERG AGENDA: On your blog, henryjenkins.org, you mention that you were a big fan of comic books and sci-fi stories growing up. When did you realize that these were something more than stories? Was there a particular comic series or sci-fi world that made you sit up and say, "Hey, this is important stuff, and people are doing interesting things with it. I want to study this"?

HENRY JENKINS: Part of the process of getting to know the woman who would
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Journalism students break news online at NeonTommy.com

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The right prescription for
health reporting
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Journalism and communication
education in a changing world
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Special tribute:
Leonore Annenberg
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in print



Transforming Global Information and Communication Markets: The Political Economy of Innovation

Co-authored by Jonathan Aronson
MIT Press, 2009

Drawing on more than two decades of experience in telecommunication policy and global economics, communication professor **JONATHAN ARONSON**'s most recent book

looks to the future of international information markets as drivers of global growth. With co-author **PETER COWHEY**, former chief of the International Bureau of the Federal Communications Commission, Aronson writes that continued innovation in information and communication technology requires a holistic approach to global governance. With the aftershocks of the communication revolution continuing to reverberate through economies around the world, a new framework for cooperation and competition is overdue.



The Pornography of Power: How Defense Hawks Hijacked 9/11 and Weakened America

By Robert Scheer
Twelve Books, 2008

Never one to shy away from a debate, communication professor **ROBERT SCHEER** uses his latest book to question America's military response to the terrorist attacks of

Sept. 11, 2001. Scheer tracks the development of an American military infrastructure best suited for large-scale battle between global superpowers, and exposes its inadequate adaptation to a stateless enemy composed of loosely organized enemy combatants. In drawing on the legacy of some unexpected intellectual allies – including President Eisenhower, who warned against the creeping influence of the “military-industrial complex” – Scheer paints a vivid picture of a misguided security strategy run amok at the expense of more pressing priorities.



Governing Global Electronic Networks

Co-edited by Ernest J. Wilson III
MIT Press, 2008

With the growing influence of interconnected information networks on world affairs, the actions of national, regional and global governing agencies carry more weight than ever before. In an environment of constant change and evolving regulatory strategies, Dean **ERNEST J. WILSON**

III and his co-editor, **WILLIAM J. DRAKE**, assess some of the key international institutions tasked with keeping communication and data flowing freely across borders. The book emphasizes developing countries' involvement in policy decisions regarding information and electronic communication, arguing that harnessing innovation offers the best chance to advance their national interests.

Two *Newsday* reporters earn 20th annual Selden Ring Award for Investigative Reporting



Peddie (left) and Laikin (right) with Newsday's investigations editor, Steve Wick.

Journalists **SANDRA PEDDIE** and **EDEN LAIKIN** of Long Island, N.Y.'s, *Newsday* were named the winners of the 2009 Selden Ring Award for Investigative Reporting. They were recognized for their articles exposing widespread corruption and systemic failures in local special government districts on Long Island.



The \$35,000 award, which has been presented annually for the past 20 years by USC Annenberg's School of Journalism, honors the year's outstanding work in investigative journalism that led to direct results.

“In more than 100 stories over a year, the *Newsday* reporters uncovered and documented pervasive pension abuses, double-dipping by retirees, and lavish spending by employees and retained lawyers of the little-noticed special districts that spend many millions of taxpayers' money to provide services like water hookups and trash collection,” the judges wrote in their commendation, citing the breadth of the revelations and the resulting reforms.

“Within months, the New York state legislature unanimously passed a pension-reform package and other legislation to address the abuses uncovered by *Newsday*,” the judges wrote. “State government departments also changed rules and stepped up enforcement to end specific instances of corruption.”

The Selden Ring Award for Investigative Reporting was established in 1989 by the late Selden Ring, a Southern California business leader and philanthropist. He started the award to honor journalists whose investigative reporting informed the public about major problems or corruption in society and yielded concrete results.

Mexican singer Venegas kicks off speaker series with stories and song



In a performance that was equal parts music and conversation, Mexican alt-pop musician **JULIETA VENEGAS** (pictured) provided an electric launch to the USC Annenberg Distinguished Lecture Series on Latin American Arts and Culture at a packed Bovard Auditorium Feb. 12.

The unplugged performance-lecture hybrid, hosted by communication professor

JOSH KUN and presented by USC Spectrum and the USC Mexican American Alumni Association, had hundreds of fans singing along to some Venegas favorites.

"Being inside a university, I would love to see a lot of students," Venegas said before the show. "It's a different mood in a university...more relaxed. I'm really excited to be doing this at USC. We're going to be talking a lot. I hope for a lot of good energy. I want to take a good vibe away with me."

The 1,235-seat Bovard Auditorium sold out within minutes of tickets going on sale.

"I am already a huge fan, so my expectations are already high because she is so talented and gifted," said communication student **MONICA ALBA**. "I am Latina, but you can appreciate her music and her lyrics even if you're not Latino."

C-SPAN founder Lamb at Loper Lecture: U.S. journalism "a lot better off than people think"

C-SPAN founder, president and CEO **BRIAN LAMB** said at the annual James L. Loper Lecture in Public Service Broadcasting on Nov. 20 that the journalism industry is better off than people think, although traditional media are competing with individuals who can write, shoot video and blog as quickly as the industry giants.



Held each year, the lecture focuses on the past – and future – of public service broadcasting, especially during today's period of economic transformation in the country and the media.

"People really, really care about information," Lamb said. "I think we're going to be a lot better off than people in journalism think."

C-SPAN is a private, nonprofit company, created in 1979 by Lamb and funded by the cable television industry as a public service. Its mission is to provide public access to the political process. C-SPAN receives no government funding.

"I have been able to live my dream," he said. "It has taken hundreds of others, including others in the business world who never get credit for anything for standing behind us."

Lamb said nobody knows exactly what the future holds, but that it is important for media to change with the times and be fiscally responsible.

"You have to be a little more agile and nimble right now to survive," he said.

New grant to support fellowships exploring poverty and environmental justice



The McCormick Foundation has awarded a \$120,000 grant to USC Annenberg's Institute for Justice and Journalism (IJJ) for a two-part fellowship program for ethnic media journalists, focusing on news coverage of urban environmental justice.

The fellowships explore the intersections between economic equity and environmental justice and help participating journalists dig deeper into issues including health effects, jobs and economic development, IJJ director **STEVE MONTIEL** (pictured) said.

As with previous IJJ fellowships, 10 selected Fellows will complete an in-depth reporting project that will draw from the program experience. The completed work, which will be featured on IJJ's Web site, www.justicejournalism.org, will help inform both policymakers and the public about significant issues relating to environmental justice, Montiel said.

IJJ, created with Ford Foundation funding, was established at the University of Southern California's Annenberg School for Communication in 2000 to strengthen journalism about issues involving justice and injustice.

YES WE CAN: 2008 election draws participants across USC Annenberg

Faculty, students and other members of the USC Annenberg family were in the center of the action throughout the 2008 election. From the California primaries in February to Election Day and beyond, student reporters and faculty scholars provided coverage, analysis and advice in venues across the country. A rundown of the achievements:



The USC Annenberg community gathers in the East Lobby to watch the returns roll in on Election Night.

ANNENBERG TELEVISION NEWS' "ELECTION CENTRAL" BREAKS POLITICAL NEWS ON THE AIR AND ONLINE

Students working for Annenberg TV News, USC Annenberg's student-run nightly newscast, transformed the newsroom into "Election Central" the evening of Election Day, Nov. 4.

Using laptop reporting kits, student news crews covered campaign gatherings and election viewing events, sending back live shots and reports that appeared on the "ATVN Uncut" section of www.atvn.org.

"This is an extraordinary opportunity for our students to gain the multimedia experience that local and network news organizations value so highly," ATVN faculty director **SERENA CHA** said. "Students will be able to say, 'I didn't sit back, I covered the 2008 election live.'"

Students from Annenberg Radio News, ATVN's sister news organization, also got into the action. ARN crews recorded

interviews and took still photos, capturing the mood of Election Night in slideshows appearing on their site, www.annenbergradio.org.

"This is a great opportunity for students to get involved on such an important night," said **STACEY PERSOFF**, a broadcast journalism senior and ATVN's executive producer in charge of political coverage. "If journalism or multimedia work is what you want to do, you should be here."

FACULTY MEMBERS ASSIST WITH TRANSITION TO A NEW ADMINISTRATION



Obama, Dean **ERNEST J. WILSON III** (pictured, left) and journalism professor **ROBERTO SURO** provided policy advice

Once candidate Obama became President-Elect

and recommendations for action to the incoming administration.

In a reflection of his diverse professional background, Dean Wilson was charged with several responsibilities in the transition. He led a team reviewing America's international broadcasting services, including the Voice of America and the Broadcasting Board of Governors, and advised the transition team working with the U.S. Department of State on public diplomacy issues. He also was appointed to a group on innovation policies.

Suro went to Washington, D.C., to participate in workshops advising the transition team on immigration policy. At sessions convened by the Center for American Progress, the Economic Policy Institute, the Leadership Conference on Civil Rights and the Migration Policy Institute, Suro discussed immigrant worker programs and administrative issues pertinent to future policy development.

"The work was intense, but being a part of such an excellent team was enormously gratifying," Wilson said. "If our work in some way contributes to improved communication services and how the U.S. is perceived throughout the world, then we truly will have made a difference."

DEBATE SQUAD, STUDENT REPORTERS TRAVEL TO WASHINGTON FOR HISTORIC INAUGURATION

As the country turned its attention to the nation's capital to witness the swearing-in of its first black president, USC Annenberg played a part in celebrations surrounding the event.

The USC Trojan Debate Squad




Print journalism senior Torey Van Oot snapped this photograph of President Barack Obama's inauguration from the National Mall.

participated in a pre-inaugural debate about health care and the economy at the Smithsonian Institute in the Inauguration Debate Series, sponsored by the National Museum of African American History and Culture.

Squad members **PAUL HAROLD** and **CLARE VELASQUEZ** represented USC in a debate against the University of Mary Washington over two topics critical to Obama's election. "I feel so lucky for this opportunity to be in Washington, D.C., during such a historic time," Velasquez said.

While debates raged at the Smithsonian, USC Annenberg student reporters covered the inauguration festivities on the air and online. Journalism students **KATIE KIM** (Annenberg TV News), **RICHIE DUCHON** (Annenberg Radio News) and **CHRIS NELSON** (Annenberg Digital News) earned USC Annenberg Director's Awards to help cover the expenses of their trip to Washington.

"The fact that I have been on the floor at Invesco Field, a mere 50 feet away from Obama when he accepted the nomination...and now have traveled to D.C. to cover his inauguration for Annenberg Digital News speaks volumes as to the opportunities Annenberg presents its students," Nelson said. 

student news

Specialized journalism student's work honored by city



Harris (right) and Youth Radio colleague Wilmer Tejada

The Los Angeles County Commission on Human Relations honored Youth Radio Los Angeles on Oct. 23 with the Yvonne B. Burke Courage Award. Specialized journalism graduate student **SARA HARRIS** was bureau chief of Youth Radio Los Angeles when it did the work recognized by this award. She currently leads the bureau's advisory board.

By providing education, encouragement and real opportunities using a proven youth development model, Youth Radio L.A. helps young people grow personally and professionally while developing a new and more diverse generation of news professionals.

For the past 36 years, the Los Angeles County Commission on Human Relations and the County Board of Supervisors have honored those who make the county a better and more harmonious place.

Front and center (court) for student sports reporters



Hall (middle) and Landes (right) are interviewed by Fox Sports' Bill MacDonald

Broadcast journalism students **JEREMY HALL** and **MATTHEW LANDES** accepted the 2009 Chick Hearn Award during a halftime ceremony at center court of the Nov. 23 Los Angeles Lakers-Sacramento Kings game.

The annual scholarship is funded by an endowment established by the Lakers in memory of Hall of Fame sports broadcaster **CHICK HEARN**, who died in 2002.

Hall, a senior from Montebello, Calif., majoring in broadcast journalism, is the sports multimedia director at Annenberg TV News, and also oversees the sports section of ATVN's Web site. Landes, a broadcast journalism senior from Vista, Calif., is a producer for ATVN and assembles the Wednesday night broadcasts.

LSE recognizes global communication student



Global communication graduate student **RYAN CUNNINGHAM** is the newest recipient of the Robert McKenzie Prize, awarded each year by the London School of Economics & Political Science (LSE) in recognition of outstanding academic performance.

Cunningham currently works as a brand strategy analyst at Siegel and Gale. He said one of the things he values about the program is his personal contact with the instructors.

"Annenberg has done a great job of providing exposure to different communication career paths as well as the access to follow them. I may not know exactly how I want to spend the rest of my career but I feel far more educated about my options and empowered to take them. I'm really honored to receive an award like this," he said.

Health communication at USC Annenberg gets a shot in the arm

Major grants from California health care funding organizations help build excellence in health communication and health care reporting while testing innovative business models for journalism.

Health reporting project explores new funding models for journalism

Backed by a grant from the California HealthCare Foundation, USC Annenberg partners with mid-circulation papers to cover developments affecting Californians' health care.

With traditional journalism undergoing dramatic changes and growing concerns regarding the availability of timely public health information, the California HealthCare Foundation and USC Annenberg have launched a project to help alleviate the shortage of media coverage and encourage specialized reporting in the field.



Under the direction of **MICHAEL PARKS**, (pictured) journalism professor and former director of the School of Journalism, the Center for California Health Care Journalism operates through partnerships with news outlets across the state. Print, broadcast and online journalists work with USC Annenberg to produce in-depth coverage of health-related issues in their communities through innovative uses of new and traditional media.

In addition to providing information, the Center serves as a test bed for a new funding model for journalism. By forming a central repository of funding, provided by a nonprofit foundation, and expertise, provided by a school of journalism, the Center helps media organizations that need to boost their reportorial resources to cover an important story.

One such project is “Sowing Hope,” a series of stories on the proposed medical school at the University of California, Merced, published by the Merced Sun-Star. Using print articles and digital presentations, the series explored the forces behind the drive for the new medical school, the unique medical needs of the San Joaquin Valley and the obstacles facing proponents of the new school. The result is a repository of information and analysis of the community’s health care needs.

“Our joint adventure marks a new experiment for American journalism,” Sun-Star executive editor **MIKE THARP** wrote in an op-ed article accompanying the story. “An educational institution, funded by a foundation, is partnering with a newspaper in a groundbreaking pilot project.”



The “Sowing Hope” series of reports lives on as a feature on the Web site of the Merced Sun-Star.

The blend of nonprofit and traditional journalism gave the newspaper’s readers an “up-close and extensive look at UC Merced’s hope for a medical school,” Tharp wrote.

Another partnership, with the Santa Cruz Sentinel, produced the three-day series “Collision in Care,” chronicling the Medicare crisis in Santa Cruz.

Through detailed articles, intimate photos and moving multimedia presentations, “Collision in Care” reveals the difficulty senior citizens with Medicare in Santa Cruz County have finding a primary healthcare physician.

One piece tells the story of Gladys Man, a colorful 83-year-old woman who is covered by Medicare, yet cannot find any primary-care physicians in the area that will accept her.

Man struggles with arthritis, chronic pain, chemical sensitivities, emphysema, heart failure and osteoporosis. For the last year, out of desperation, she has turned to the city’s Planned Parenthood for her primary care. Man is one of many senior citizens and disabled people seeking help from Planned Parenthood, a community clinic created for family planning and women’s health.

The investigative series created a stir on the Web site’s discussion boards. In an e-mail to the editor, Santa Cruz resident Doreen Schack wrote, “I knew that area doctors receive an improperly low Medicare reimbursement rate, but reading about the effects on locals, including those of someone I know, really got my attention.”

Parks said community education and conversation is one of the center’s biggest objectives.

“We are trying to raise the degree of civic engagement in health policy issues. We want people to take charge of healthcare in their lives and healthcare in their communities,” he said. **A**

Two California Endowment grants support health journalism, community networks

\$4.1 million investment leads to expansion of the USC Annenberg / California Endowment Health Journalism Fellowships and the Metamorphosis Project.

Two major grants to two USC Annenberg programs aim to help improve the quality of health communication and health journalism in Los Angeles and around the country.

The awards include a \$3.5 million grant over three years to the USC Annenberg/California Endowment Health Journalism Fellowships Program and a two-year, \$640,000 grant to the Metamorphosis Project. The first grant helps build the capacity of reporters to cover complex health and health policy issues, while the second grant is designed to better understand the dissemination of information on health and other issues within neighborhoods and communities.



“USC Annenberg is delighted to see our partnership with The California Endowment deepen and expand,” Dean **ERNEST J. WILSON III** said. “Through our professional development programs and research projects, we are proud to create a more informed and active citizenry and improve health outcomes in local communities.”

The all-expenses-paid Health Journalism Fellowships – which have provided professional education to more than 350 journalists since 2005 – offer journalists from mainstream and ethnic media across the country a chance to hone their health reporting skills in intensive workshops lasting four to six days. The program features specialty “tracks,” such as a broadcast track tailored to the needs and deadline pressures of television and radio journalists. A national track encourages collaboration between mainstream and fast-growing ethnic media by awarding a \$2,000 stipend to selected journalists who will delve into in-depth projects that leverage the strengths of both partnering media organizations.

The new grant allows the Health Journalism Fellowships to expand in new directions. With the Endowment’s support, the program has launched a new Web site, **ReportingonHealth.org**, showcasing Fellowship projects and offering resources such as essays and guides written by top journalists nationally. ReportingonHealth.org is also a Web 2.0 community where journalists can learn from each other about community health and health policy issues. The expanded Fellowships program also will educate some new constituencies, reaching out to editorial leaders and hosting a leadership summit for top editors



Program director Michelle Levander (left) watches media scholar Henry Jenkins log on to the reportingonhealth.org Web site at the site launch party March 24.




of consumer health Web sites.

“We are grateful for the visionary leadership and support of The California Endowment,” said **MICHELLE LEVANDER**, founding director of the program. “In today’s resource-strapped newsrooms, professional journalism education is more valuable than ever. Our fellows hit the ground running when they return to their news outlets: They are armed with dozens of story ideas, new sources and strategies for smart, multimedia journalism.”

The grant to the Metamorphosis Project, USC Annenberg’s 10-year program exploring the impact on urban communities of globalization, population diversity and new communication technology, investigates ways to engage South Los Angeles residents, local media and community organizations to support healthier communities.

This multi-method project by Metamorphosis identifies central “networkers” – the community organizations and local media that are already deeply integrated into their local networks – and brings them together to increase community capacity.



“The members of the Metamorphosis Project research team are thrilled to have the opportunity to put into practice years of Metamorphosis research,” said USC Annenberg communication professor **SANDRA J. BALL-ROKEACH**, principal investigator of the Metamorphosis Project. “By increasing the strength of connections between community organizations, local media and the people they serve, the communities’ communication networks will be made more robust and community improvements more secure over time.” 

Two NSF grants fund explorations of interconnected workgroups

Communication professors **JANET FULK** and **PETER MONGE** are principal investigators on two research projects analyzing information sharing and team formation in physical and virtual worlds.

Fulk's research, conducted with **Y. CONNIE YUAN** (Ph.D. Communication '04) of Cornell University and funded by a \$568,754 grant from the National Science Foundation, investigates how groups and organizations can effectively retain and share organizational knowledge via the development of transactive memory, a knowledge retention system made up of a network of individual memory systems, both human and technological. The study will describe how human and technological systems affect each other in a variety of cultural contexts around the world.

In November, a paper on transactive memory by Monge, Fulk and Yuan earned the Distinguished Article Award in Communication and Social Cognition from



Janet Fulk



Peter Monge

The grants, totaling nearly \$670,000, will help USC Annenberg faculty explore the ways groups interact and exchange information in collaborative work settings across decentralized global networks.

the National Communication Association. The paper, "Access to Information in Connective and Communal Transactive Memory Systems," modeled the use of

transactive theory on the interchange of information on work teams.

Thanks to a \$100,000 NSF grant, Monge is studying the ways that online tools impact the assembly of teams in virtual communities. When a field of practice has an extensive "cyber infrastructure," the assembly of work teams in that field is both encouraged and constrained by the multidimensional networks in which team members are embedded. These multidimensional networks include a variety of links that exist not only among individuals, but also with documents, datasets, workflows, analytic tools and concepts. Monge and his co-researchers will study six virtual communities serving a diverse range of scientific research communities to learn how these pre-existing connections influence the effectiveness of work teams.

The NSF grants are scheduled to provide funding through 2011.

Center for Digital Future reports on differences in Internet usage between nations and genders



USC Annenberg's Center for the Digital Future, recognized as a leading source for research on the Internet's evolving role in society, released two major reports in the fall: one analyzing Internet usage in countries around the world and another tracking differences between men and women in online communities.

The World Internet Project tracked usage in 13 countries around the world, from the U.S. to Macao.

Among the findings:

- Chinese Internet users are most likely to believe that information online is unreliable, whereas browsers in the Czech Republic are the most trusting.
- Sixty-two percent of Australian schoolchildren go online daily to do homework, while more than 30 percent of students in both Israel and Colombia do so only monthly or never at all.

- Singapore, known for its extensive digital infrastructure, may need to enhance its digital literacy efforts: 44 percent of non-Internet users there said they lacked the knowledge to go online.

Center director **JEFFREY COLE** (pictured) plans to update the survey every year. "We believe this annual survey will build a new level of understanding about the worldwide use of the Internet," he said.

Meanwhile, center researcher **MICHAEL GILBERT** mapped the boundaries of the digital front in the battle of the sexes. According to his study, men are three times as likely as women to notice their online activities interfering with their real-world lives. Men also are more likely to feel as strongly about their online communities as their offline ones, and they go online more frequently. Women outpace men in a different area: Each week, they report reading books offline an average of two hours more than men. "The greater inclination of men to connect with their online community members is a trend we're watching," Gilbert said.

Doctoral candidate shows Al-Jazeera English encourages negotiation, reconciliation



Ph.D. candidate **SHAWN POWERS** co-authored a study about Al-Jazeera English's impact around the world that found the broadcast station is

more likely than other networks to cover contentious issues in a way that creates an environment conducive to cooperation, negotiation and reconciliation.

The study compiled data from 597 viewers in six countries over the course of a year. Viewers rated the network favorably in covering stories of injustice in the world and providing public space for politically underrepresented groups.

Overall, viewers testified to the network's conciliatory ability, bringing disparate ideas together in an atmosphere of mutual understanding and respect. The longer viewers had been watching Al-Jazeera English, the better they thought it was performing this role. Viewers also became less dogmatic the more they watched the network, suggesting that Al-Jazeera English helped reduce viewers' tendency to be confrontational.

"We hope that people are more willing to listen to other people's ideas and be more open to alternative sources of information," Powers said. "Today's international environment demands global cooperation, and that cooperation requires a softening of stereotypes of cultural 'others.' This can only be achieved if people are willing to be more open to conflicting opinions and arguments, something that Al-Jazeera English was found to provide in a productive and

professional manner."

Powers is a Ph.D candidate at USC Annenberg and a research associate at USC's Center on Public Diplomacy. He previously worked at the Center for Strategic and International Studies and has conducted field and media research in the Middle East, Eastern Europe and Southeast Asia. "Needless to say, this was an invaluable experience, both professionally and personally," he said.

Lear Center study finds left-of-center tilt

To help cut through the cable-news chatter about the country's political inclinations, USC Annenberg's Norman Lear Center and Zogby International conducted a survey that measured which way the United States leans on the liberal-conservative scale. After collecting answers to 42 telling questions, researchers found an answer: The country leans a little left of center.

The study took a different approach than previous surveys by charting the relative popularity of statements – such as "Freedom is more important than equality" or "Religion should be left out of public life" – to categorize respondents as liberals, conservatives or independents. By eschewing the common practice of having survey-takers self-identify as Republicans or Democrats, this allowed the study authors to draw deeper conclusions than other studies.



Researchers hope the study will bring more detail to future political discussions. "The key finding is that we discovered that it's not really helpful to ask people to describe their own political disposition because labels such as 'conservative' and 'liberal' carry so much baggage," Norman Lear Center deputy director **JOHANNA BLAKLEY** said.

Online gamers not always what they appear, Williams finds



Communication professor **DMITRI WILLIAMS** is the author of a series of studies exploring age and gender among online game players. Among his findings, Williams and his research colleagues debunked widely reported gender-based stereotypes of gamers' personalities.

For instance, the research showed that although women spent more time playing the game Everquest II, in self-reported studies both genders reported roughly equal playing time.

"We were surprised by how intensely the female players played compared to the men," Williams said. "It turns out that the true 'hard-core' gamer might be older women."

The studies' data comes from an enormous database of information gathered from computer servers hosting the online game. Through an arrangement with publisher Sony, Williams and his co-authors gained access to a year's worth of player data tracking every player's movement and activity, and have been mining it to uncover patterns in online behavior. With the help of a concurrent database of user surveys and personality tests, the researchers hope to make powerful comparisons between online activities and offline behavior.

Williams said the lessons learned from the raw data would have interesting consequences for future designers of such games. "Seeing how much people played versus how much they said they did will have a big impact on games research," he said. "Now that we know how much they underestimated, we have to rethink older research findings."

Around Annenberg



Communication professor **JONATHAN ARONSON** (pictured) spoke at a Beijing conference on transformation strategies for telecom operators. With his co-presenter, **GRACE MIRANDILLA** of the Philippines, he lectured on "bringing evidence to the policy process."



Communication professor and director of doctoral studies **G. THOMAS GOODNIGHT** (pictured) and Ph.D. student **JINGFANG LIU** wrote an article published in the December issue of *Communication and Critical/Cultural Studies*. Their article, "China and the United States in a Time of Global Environmental Crisis," is included in the journal's forum called "China Today."



The 10th anniversary special issue of *The Journal of Television and New Media*, in January 2009, included articles by

several USC Annenberg faculty: Communication professor **SARAH BANET-WEISER** (pictured, left) co-authored a paper titled "Our Media Studies" that called into question some common concepts used to analyze relationships in communication settings. In "My Media Studies: Cultivation to Participation," communication school director **LARRY GROSS** (center) explained the importance of media studies as a field of inquiry. Communication professor **DOUGLAS THOMAS** advocated for anecdotes as a way "to say things about games that we cannot say any other way" in a paper titled "In Praise of the Anecdote, or Gaming for Columbine."



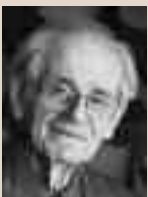
Louisiana state and New Orleans city officials presented journalism and communication professor **FÉLIX GUTIÉRREZ** with three proclamations honoring the bicentennial anniversary of the founding of the newspaper *El Misisipi*. In 1977, Gutiérrez identified *El Misisipi* as the first Spanish-language newspaper in the U.S.



Journalism professor **DAN BIRMAN** produced "Death of the Universe," a one-hour documentary considering the fate of the cosmos, which aired on the National Geographic Channel.



FRANCINE KAUFMAN, professor of pediatrics with a courtesy appointment in the School of Communication, has been elected to a three-year term as chair of the National Diabetes Education Program, jointly sponsored by the National Institutes of Health and the Centers for Disease Control and Prevention.



NORMAN CORWIN, USC Annenberg writer in residence, saw the Los Angeles debut of his play "The Rivals" at L.A. Theatre Works in October. The play re-creates the Lincoln-Douglas debates through the eyes of Adele Douglas, wife of candidate Stephen Douglas. The production featured Paul Giamatti and David Strathairn.



Communication professor **PETER MONGE** (pictured) and Ph.D. candidates **BETTINA HEISS** and **DREW MARGOLIN** published an article in *Communication Theory* revealing new characteristics of network theory through perspectives of evolutionary theory. Monge also co-authored an article in the December edition of the *Journal of Communication* titled "The Evolution of Organizational Communication."



GEOFFREY COWAN, University Professor and director of the Center on Communication Leadership & Policy, served as the moderator of an Academy of Television Arts and Sciences panel discussion called "What Is Nonfiction?"



Journalism professor **JUDY MULLER** moderated a debate in January between civil rights attorney Gloria Allred and attorney Andrew Pugno regarding the legal battle over California's anti-gay-marriage Proposition 8.

Around Annenberg



Journalism professor **TIM PAGE** served on the Classical Screening Committee, a panel of experts with a specialty in classical music, for the 2009 Grammy Awards.



An essay by communication professor **ALISON TROPE** titled "Footstool Film School: Home Entertainment as Home Education" appeared in the compilation *Inventing Film Studies*, edited by Lee Grieveson and Haidee Wasson and published by Duke University Press.



MICHAEL PARKS, journalism professor and former journalism school director, was a visiting fellow at the University of Sydney's United States Studies Centre in Australia. He also held speaking engagements at the University of Melbourne and the University of Queensland in Brisbane.



Public relations professor **JAY WANG** gave a presentation on the geography of national image management at the annual Asia Communication and Media Forum in Beijing. The forum was organized by the Communication University of China and the Korean Foundation for Advanced Studies.



At a panel event for the Columbia University Alumni Association of Southern California, journalism professor **JOE SALTZMAN** gave a talk on the portrayal of journalists in popular entertainment.



PHILIP SEIB, a professor of journalism, has joined the board of the Arab-U.S. Association of Communication Educators, a group bringing together Arab and American communication educators for dialogue and discussion.



Journalism professor **ROBERTO SURO** contributed to *Latinos and the Nation's Future*, a collection of essays edited by Henry G. Cisneros, the former secretary of the U.S. Department of Housing and Urban Development. He also served on a task force convened by the Pacific Council on International Policy and the Mexican Council on Foreign Relations to produce policy recommendations regarding the U.S.-Mexico border.



Journalism professor **SANDY TOLAN** chaired a panel on the future of the Israeli-Palestinian conflict at the annual meeting of the Middle East Studies Association in Washington, D.C.

Castells receives two major honors



Communication professor and holder of the Wallis Annenberg Chair in Communication Technology & Society **MANUEL CASTELLS** was named the winner of Spain's 2008 National Sociology and Political Science Prize in recognition of his extensive contributions to the fields. In their

commendation, the prize jury highlighted "his career and international scope, as well as his academic impact in a variety of fields of sociology studies."

"His influence in areas such as urban sociology, the study of social movements and the development of the information society and its consequences have made Professor Castells a worthy winner," the jury wrote.

The award will be delivered to Castells in a formal ceremony in Madrid in June by Spanish Deputy Prime Minister **MARIA TERESA FERNANDEZ DE LA VEGA** and Princess **CRISTINA DE BORBÓN**, in the presence of members of the royal family and dignitaries of the Spanish government.

Castells also was named USC's 22nd University Professor, an honor reserved for scholars renowned for their cross-curricular interests and significant accomplishments in several disciplines.

"Professor Castells is by far the most cited communication scholar in the world, and among the top five most cited scholars worldwide in all the social sciences," USC Executive Vice President and Provost **C.L. MAX NIKIAS** said. "His outstanding accomplishments do honor to the University."



Jenkins (left) challenges his colleagues at MIT's Comparative Media Studies program to a game of *Guitar Hero*.

A fan of the fans: Henry Jenkins joins USC's digital culture

Continued from page 1

become my wife was discovering that while we had both been longtime fans of "Star Trek," we read the program in totally different ways. As a male fan, I tended to be really into the production history, trying to understand why the writers, directors and actors made the choices they did. As a female fan, she tended to be deep inside the heads of the characters, trying to make sense of the story by expanding upon the information provided inside the story.

So, there's an episode where Spock gets emotional. My reading would have noted that it was the original pilot of the series

and that they did not yet know who the character was going to be. Cynthia's reading stressed that Spock as a half-human, half-Vulcan character would have wanted to experiment with his human side and might push it too far. So, what fascinated me first was less the specifics of the texts, which I loved, but rather the diversity of fan responses to them.

But I still had no real intent to study fandom until I started reading theory in graduate school and discovered how many academics underestimated the capacity of the audience to respond critically and creatively to stories that mattered to them.

I was hitting a generation of theory based on the premise that audiences were inarticulate and vulnerable, essentially dupes of the corporate ideological apparatus, and nothing could be further removed from my experiences as a fan discussing television shows, books and comics with other fans in living rooms or at conventions. And I felt a calling to help set the record straight.

AA: You've identified instances of "convergence culture" in nearly every aspect of popular culture, from entertainment to politics to even religion.

What are some particularly compelling examples of this phenomenon?

HJ: In the past year, the most striking example, hands down, was the Obama campaign. While we could say that Howard Dean had been the first presidential campaign to fully embrace the digital (not so much because the candidate got the Web, but because his staff did), Obama is the first real convergence candidate, the man for all platforms.

It isn't just that his team made sure to spread his message across every available media channel (from advertising in video games to sending out his vice presidential announcement via text messaging), but it is also that he was very comfortable with the public appropriating and remixing his image if it meant that his message would circulate to new publics. It's no accident that the emblematic image of the Obama candidacy was created by Shepard Fairey, the guy who created "Andre the Giant Has a Posse" as a worldwide graffiti icon. Or that there is now a tool on the Web that allows any user to "Obama-ize" their own photographs. Being able to remix Obama gave his young supporters a stake in the campaign and a sense of ownership over the candidate. And of course Obama, who loves his BlackBerry and his iPod, who gets his news online, embodies the new digital culture and has been mythologized as the "fan-in-chief." People are now writing fan fiction about the guy and he's the most important image of the black geek since Urkel.

AA: Are there any research programs or centers at USC you're looking forward to working with?

HJ: One of the biggest draws of this place is that there are so many rich research hubs across Annenberg and the Cinema School that align with my interests. I plan to be a terrible flirt for the first few years, playing the field, connecting with different groups and exploring points of contact with my research interests.

The one project I will be bringing with me from MIT is Project New Media Literacies. Working with the MacArthur Foundation's larger Digital Media and Learning initiative, we've sought to identify the social skills and cultural

competencies young people need to become full participants in the new media environment. These are skills some young people are learning outside of school through their informal activities as fans, bloggers and gamers, though many young people (not to mention the adults around them) devalue what they are learning in these spaces, and most could use informed adults around them to support them as they enter still unexplored spaces. We are developing resources to support learning these skills through schools, after-school programs and self-education. We believe that media literacy shouldn't represent an added-on subject at the end of the school week if the kids have been good, but rather should represent a paradigm shift in



DATAFILE : HENRY JENKINS

HENRY JENKINS: Provost's Professor of Communication, Journalism & Cinematic Arts

EDUCATION: Ph.D. Communication, University of Wisconsin; M.A. Communication Studies, University of Iowa; B.A. Political Science/Journalism, Georgia State University

PREVIOUS POST: Founder and director, Comparative Media Studies program, and De Florez Professor in the Humanities, Massachusetts Institute of Technology

OTHER ACTIVITIES: Founded Center for Future Civic Media, MIT; principal investigator, the Education Arcade; faculty investigator, MIT's Convergence Culture Consortium

SELECTED PUBLICATIONS: *Convergence Culture: Where Old and New Media Collide*; *Fans, Bloggers and Gamers: Media Consumers in a Digital Age*; *The Wow Climax: Tracing the Emotional Impact of Popular Culture*; *Textual Poachers: Television Fans and Participatory Culture*



how we teach all of the school disciplines. We are offering new models for how such skills and competencies can be introduced into the curriculum.

AA: At MIT you launched the Center for Future Civic Media to track the ways that content convergence and participatory media are impacting journalism. How is this different from what has taken place in entertainment? Are people as eager to identify with a piece of information or a news source as they are with a fictional character?

HJ: To me, the concept of the “citizen journalist” is a bit like “the horseless carriage.” You are judging what’s emerging through the vocabulary of a legacy system. Yes, people are consuming news in new ways, thanks to emerging technologies and cultural practices, but they are also forming new kinds of communities that generate very different forms of civic engagement.

That said, yes, I think people are passionate consumers of news – news junkies show many of the same signs of engagement that we’ve identified through fan and gamer communities. Increasingly they are not only reading the news but recirculating it to their friends. They are mashing up the content to create something new – especially through their use of new tools like Google Maps. They want to interact with each other around stories that capture their imagination, and they often will create their own mythologies (for better or for worse) as they imagine what goes on behind the scenes at the White House or what motivated a crime. They are demanding the right to participate and not simply passively consume the news, and they are gravitating toward those sites that allow them that degree of control over the

information that matters in their life.

AA: As newspapers and other media outlets consider strategies to increase their revenue through the Internet and other digital media, can the industry take any lessons from the music industry’s experience with digital rights management? Put another way, are we about to see another round of companies suing their customers for loving their content too much?

HJ: I sure hope not, since it has proven such a fatal strategy to the music industry. Right now, media companies of all kinds are terrified about losing control. The

With a curiosity that spans a wide range of digital communication, Jenkins’ opportunities for collaboration are practically endless. “I plan to be a terrible flirt for the first few years,” he says, “connecting with different groups and exploring points of contact with my research interests.”

reality is that they lost control a long, long time ago. The fan groups I study can appropriate, remix and recirculate their content in any way they want as publicly as they wish, and the companies can do very little to contain their activity. They can sue some rogue consumers, but many more will spring up to take their place. And the more they try to knock us back

into submission, the more militant we will become. The only way forward is to get into the game, to figure out how this audience participation generates value (cultural and economic), and then learning how to support and facilitate the kinds of activities that are most relevant to their consumers.

AA: One area of your current research is the examination of what you call “spreadable media,” or remixable content that can move across platforms and users organically, with few restrictions. You contrast this with the more commonly used term “viral media.” Why the distinction? What does a spread have that a virus doesn’t?

HJ: Right now, these changes in how media circulates are getting described through biological metaphors that are inadequate to understanding the complex social practices and cultural motivations shaping why consumers choose to spread content. The concept of “viral metaphor” is based on a model of infection that falsely assumes that media producers can just design a really powerful “meme” and then people will unknowingly pass it along to all of their friends. Instead, we are interested in the agency of the consumer in this process: How do they decide which content out of the explosion of media options they want to spread to their friends? What motivates them to drop a particular clip into the ongoing exchanges of their communities? What does it allow them to say about themselves and the world? The concept of spreadability also recognizes that some ways of distributing content make it easier to circulate more broadly and others make it harder. So, the term “spreadability” both captures the agency of consumers and the properties of the content.




Jenkins pays a visit to USC Annenberg's digital lab.

AA: Where do the forces behind convergence culture take us next?

HJ: If I knew that, I'd be moving into the executive suite at Sony rather than an academic office at USC. Keep in mind that the original edition of *Convergence Culture* made no mention of YouTube, Second Life, Web 2.0 or Twitter, to cite some examples that have generated enormous interest over the past few years. In some cases, they were just going beta. In others, they didn't really exist yet.

These examples might be seen as validating larger themes I identified in the book, but they also point to our inability to anticipate change with any specificity, even in the short run, at a time when the

media landscape is transforming at such a dramatic pace. So, we know the general direction things are moving – toward the spread of media content across every available platform, shaped as much by decisions made in teenagers' bedrooms as they are by decisions made in corporate boardrooms. We don't necessarily know what mechanisms will promote those trends or where they will crop up next. We know that our culture is going to become more participatory, but we have no idea how we are going to define the terms of our participation. And that's what makes this such a fascinating time to be a media scholar. 

*Henry Jenkins has been at the forefront of understanding the effects of participatory media on society, politics and culture. His research has given key insights to the success of social-networking Web sites, networked computer games, online fan communities and emerging news media outlets. His book *Convergence Culture: Where Old and New Media Collide* (2006), a hallmark of recent research on the subject, breaks important ground in identifying convergence as a cultural rather than technical process, examining the concepts of collective intelligence and participatory culture.*

USC Annenberg's online news outlet gives students the chance to let their reporting shine.

The School of Journalism has launched an online digital news Web site created to fill a void in local and national news while providing news and commentary across multiple platforms – audio, video and text.

The Web site, www.NeonTommy.com, is a student-managed, -edited and -produced publication under the leadership of Annenberg Digital News director and journalism professor **MARC COOPER**. Cooper brings a wealth of editorial management experience to the team. During the 2008 presidential campaign he served as senior editor of the Huffington Post and editorial director of HuffPost's cutting-edge "OffTheBus" citizen journalism reporting project.



Annenberg online journalism students feel the buzz of

NeonTom

NeonTommy.com was conceived and built in just two months, with the intention of developing an interactive digital publication that offers reliable news and commentary and competes in the real-world mediasphere.

"We have modest intentions to make this site a living, thriving, significant news source in the online media world," Cooper said. "We are becoming a real publication and not just a student project. We assume that students are now working journalists from their first day at Annenberg. At the graduate level, we could say that we are immersing them in real-life journalism from orientation week."

NeonTommy.com draws from the best work of a wide variety of media outlets across the school – Annenberg TV News; Annenberg Radio News; "Impact," a television news magazine produced by students; and Intersections, a multimedia journalism project covering South Los Angeles and other communities underserved by mainstream media. NeonTommy.com's staff also will report on national and international news.

The site's design is in beta mode, with a final product scheduled to be completed in August. But the content is online, constantly being refreshed, updated and expanded, and ready for its new audience.

"The birth of NeonTommy.com is a great step forward for us at the Journalism School," School of Journalism director **GENEVA OVERHOLSER** said. "With NeonTommy.com as the voice of Annenberg Digital News, we have completed a great ensemble of media learning laboratories that enable our students to do journalism on every platform. I'm grateful to Marc and to the students who, through their engagement and excitement, are making this happen."

NeonTommy.com co-editors **BRIAN FRANK** and **CHRIS NELSON**, both second-year graduate journalism students, have developed an editorial staff of more than 30 that includes senior and associate editors, beat reporters and columnists who cover immigration, race, national and international news, culture, the environment, music, sports, film and more. The staff, which also includes fully functioning graphics, copy-editing and fact-checking departments, is mostly composed of graduate students, but undergraduate students also are contributing, as are students in USC Annenberg's M.A. program in specialized journalism.

"I am proud and pleased to see the work that our journalism students have done to make NeonTommy.com come alive as a valuable resource in the ever-changing news and information landscape," USC Annenberg Dean **ERNEST J. WILSON III** said.

At left, NeonTommy.com co-editors Chris Nelson (at whiteboard) and Brian Frank (at left, in white shirt) plan coverage at an editorial meeting. Below, the news site's staff includes both graduate and undergraduate journalism students.

“A hallmark of USC Annenberg’s education is to produce women and men who are entrepreneurial leaders, embracing innovation in all areas of their studies and career. Taking the lead in developing this Web site; building it out with the best reporting, writing and multimedia from across the school; and launching it in a timely, efficient way are remarkable achievements and clearly demonstrate exactly those attributes we want to impart to our students.”


“The transition into multimedia journalism is absolutely necessary for students to learn the practice,” Cooper said. “NeonTommy.com is first and foremost a publication that draws from all of the grad students who are already working online. It

my.com

provides a place for them to be published or broadcast.”

Cooper said the NeonTommy.com staff has taken the best of the traditional media’s organizational and editorial standards.

“We’ve taken those standards and tried to make them as agile and applicable as possible to the warp speed of the new media,” Cooper said. “We have a complete internal editorial system.”

A second phase of the site build-out has already begun, incorporating functionality that will meet the growing demand for multimedia content, forums and other interactive tools. 



NeonTommy.com is the latest expression of USC Annenberg’s online personality. Here are some other ways to catch up with us on the Web:

AnnenbergAlumni.com

Visit the online community built specifically for USC Annenberg alumni. Point, click and connect with classmates and other USC Annenberg alumni as you build your profile, upload photos and communicate with your friends.



Search for “USC Annenberg School for Communication” and join our fan page, with news, event info, photos and video. Also search for “Annenberg International Programs” or “LearCenter Annenberg” and learn more about other programs at Annenberg.

Annenberg Blogs

Many of our faculty post updates to blogs on a regular basis. A sampling:

www.marccooper.com	Journalism professor MARC COOPER
www.henryjenkins.org	Digital scholar HENRY JENKINS
www.jontaplin.com	Communication professor JONATHAN TAPLIN
www.ojr.org	Executive-in-residence DAVID WESTPHAL and others
www.uscmidiareligion.org	Journalism professor DIANE WINSTON



Join our faculty, students and staff as they microblog USC Annenberg. A selected list:

atvn	Annenberg TV News
SashaAnawalt	Journalism professor SASHA ANAWALT
JDA49	Communication professor JONATHAN ARONSON
JDKun	Communication professor JOSH KUN
judusc	Journalism professor JUDY MULLER
genevaoh	Journalism school director GENEVA OVERHOLSER
PublicDiplomacy	USC Center on Public Diplomacy
davidwestphal	Executive-in-residence DAVID WESTPHAL



Visit www.youtube.com/uscannenberg and see video from events on campus and in the virtual world.



The photostream at www.flickr.com/uscannenberg brings you the latest photos from USC Annenberg events.



Change is the Only Constant: Innovation in the Middle of a Media Maelstrom

Where are the communication industries heading in these turbulent times? Newspapers everywhere are folding and online bloggers have become today's gumshoe journalists. Technology is advancing so fast that we barely have time to buy the latest personal communication device before rushing out to grab the next version. Changing business models and globalization are putting unprecedented pressure on all institutions, particularly

those in the media and communication fields.

Tough times require dramatic change and visionary leadership. When Dean **ERNEST J. WILSON III** attends professional communication and journalism conferences, business leaders and academic colleagues from other schools tell him that in this volatile environment, USC Annenberg is the institution that should be leading the way

They ask him, "If not Annenberg, who?" and, "If not now, when?"

"We are exploring some of the most powerful forces shaping our world," Dean Wilson says. "Technology and globalization have profoundly altered the way humans interact, and we are deeply committed to examining what this means, how it is shaping our lives and how we can positively harness these changes."

Dean Wilson's proactive stance has drawn commendations from outside observers. "The excitement of Annenberg comes from the combination of serious scholarship and real-time engagement in public issues," says **CRAIG CALHOUN**, president of the Social Science Research Council and a sociology professor at New York University. "From the impact of new media to public diplomacy, the shape of network society to the future of the newspaper, and the role of information in democracy, these issues are basic and they all need the kinds of attention Annenberg gives them."

Research and policy institutes such as USC Annenberg's Center for the Digital Future and the Annenberg Research Network on International Communication are studying the social, political, economic and cultural impact that online and wireless technologies are having in the U.S. and abroad. Their regular reports on communication innovation, government policy and societal change provide important data for the U.S. Congress, government agencies and the private sector worldwide.

USC Annenberg has gained international acclaim for co-founding the USC Center on Public Diplomacy. In addition to its thriving research agenda, the center is a resource for the school's Master of Public Diplomacy program, which develops the next generation of leaders in international public diplomacy and public service. These groundbreaking programs have been recognized by the U.S. State Department, which awarded one of four inaugural Benjamin Franklin

Awards for Public Diplomacy to USC for its work in this burgeoning field.

USC Annenberg's School of Journalism is trailblazing efforts to help educate journalists who will thrive in today's new world order, without losing sight of journalism's centuries-old mandate to deliver "news in the public interest."

Industry leaders recognize the need for a sharper focus on journalistic excellence. "There has never been a time when journalism education has been more important, when focusing on journalistic ethics and the role of a journalist has been more imperative, or when discussions about the meaning of 'true,' 'fair' and 'balanced' have been more significant," says **NORMAN PEARLSTINE**, chief content officer for Bloomberg LP and former editor-in-chief of Time, Inc. "I consider USC Annenberg today to be one of the top schools of journalism in the country. The work they have been doing is absolutely extraordinary, and it is taking place at a time when we frankly have never needed it more."

Students in the journalism school will benefit from a curriculum exploring themes of business, finance, economic reporting and the business side of journalism, in partnership with the USC Marshall School of Business. Faculty and students alike are exploring the narrative potential of new technologies, from class blogs and digital media projects to NeonTommy.com, USC Annenberg's online news outlet. And a master's degree in specialized journalism prepares journalists to report in-depth on important topics including immigration, the arts, science, religion, education and urban ecology.

USC Annenberg also provides multiple resources for news and communication professionals. The Knight Digital Media Center is a one-stop shop for journalists and editors from traditional media who want to move proactively into online and news-on-demand reporting. Partnerships with nonprofit funding organizations enable working journalists to experiment

with new business models for reporting on health issues and health care. The Metamorphosis Project has spent the past decade tracking communication patterns in hyperlocal communities of South Los Angeles, uncovering valuable intelligence on the dispersal of information through formal and informal "community connectors." These are just a few of the things USC Annenberg is doing to push the frontiers of communication and journalism.

"We are exploring some of the most powerful forces shaping our world. Technology and globalization have profoundly altered the way humans interact, and we are deeply committed to examining what this means, how it is shaping our lives and how we can positively harness these changes."

—Dean Ernest J. Wilson III

In many respects, the Annenberg School at USC is unique in its approach. No other school in the United States offers everything that USC Annenberg does under one roof. It grants undergraduate, master's and doctoral degrees in communication, journalism, public diplomacy and public relations. Its students, faculty and research fellows take advantage of the exciting work being conducted not only at Annenberg, but throughout the University of Southern California – including research projects with the Viterbi School of Engineering, media labs operated with USC's School of Cinematic Arts and deep integration with USC's five arts schools. USC Annenberg is a full-service school plugged into a

networked university.

The school's location in Los Angeles is another plus. "Annenberg sits in an interesting place in 2009," notes **JOHN BURMAN** (B.A. Print Journalism '90), director of special projects at Forbes, Inc. "Its physical location in the center of a media-driven global city provides its students – the next generation of thought leaders and practitioners – multiple opportunities to take theoretical issues and transform them into real-world applications."

"The Annenberg School at USC has long been a leader in communications with its emphasis on professional development and its innovative culture," says **SUSAN KING**, vice president for external affairs and director of the Journalism Initiative, Special Initiatives and Strategy at Carnegie Corporation of New York. "Annenberg stands out as an institution willing to take risks. From its online experimentation, its centers on leadership and public diplomacy, and the school's emphasis on the social dimensions of media, the Annenberg School has pushed the envelope to emphasize public engagement as a critical piece of journalism. The Carnegie Knight Initiative on the Future of Journalism Education has had the benefit of USC Annenberg as a member since its beginning, and can clearly point to its influence on the effort and on learning among the other 11 journalism schools [taking part in the Initiative]."

From its place at the center of the communication revolution, USC Annenberg, with its faculty and students, needs partners now more than ever as it shapes the future of communication, journalism, public diplomacy and public relations. If you would like to help safely guide USC Annenberg through the uncharted waters of today's media environment, please contact Francesca DeMarco, assistant dean of development and alumni relations, by sending an e-mail to fdemarco@usc.edu. 📧

ALUMNI NOTES

ELLEN ENDO (B.A. Journalism '67) was recently named executive director of the Asian American Journalist Association (AAJA), a nonprofit organization dedicated to promoting journalistic principles and sharing those ideas with youth. Previously, she worked at Republic Pictures Productions as executive vice president, at MGM/UA Television as senior vice president, at Embassy Communications as vice president and at ABC as a program executive. Endo also serves on USC's Asian Pacific Alumni Association Board of Directors.

TED SCHWALBE (M.A. Communication Theory and Research '79) received an \$800,000 grant from the U.S. State Department for an 18-month youth film training project in Turkey.



MARCO BRACAMONTES

(M.A. Communication Management '90) received a Lone Star Emmy for his show

"Houstonismo," which was honored as Best Magazine Format. The 30-minute program, which airs quarterly on KHOU-CBS, highlights the Houston area's diverse Hispanic community.

MICHAEL SCHROEDER (B.A. Journalism '80) has purchased several Connecticut newspapers including the *Bristol Press*, the *Herald of New Britain* and the *Sunday Herald Press* from Journal Register Company, parent company of the *New Haven Register*. The sale also included three weekly newspapers, the *Wethersfield Post*, the *Newington Town Crier* and the *Rocky Hill Post*.

DONNA LUCAS (B.A. Broadcast Journalism '82) has been appointed to the board of directors of Venoco, Inc., an independent energy company operating primarily in California and Texas, and also serves on the board's corporate governance committee. She is founder, CEO and president of Lucas Public Affairs, based in Sacramento. Previously, she served as deputy chief of staff for strategic planning and initiatives for Calif. Gov. Arnold Schwarzenegger and as chief of staff to Calif. First Lady Maria Shriver.



LINDA JOHNSON RICE

(B.A. Journalism '80) received the W.M. Kiplinger Award for Distinguished Contributions to

Journalism from the National Press Association. The prestigious award honored Rice and her family, which has nurtured a thriving publishing empire for more than half a century. Linda is chairman and CEO of Johnson Publishing Co., which publishes *Ebony* and *Jet* magazines and operates EbonyJet.com, and is a USC Trustee.

PAUL RATZKY (B.A. Journalism '83) is the senior director of agency development for Yahoo!

STEVEN TRAVERS (B.A. Communication Arts & Sciences '83) published three books in the spring of 2009: *The 1969 Miracle Mets: The Improbable Story of the World's Greatest Underdog Team*; *Dodgers Past & Present*; and *A Tale of Three Cities: The 1962 Baseball Season in New York, Los Angeles, and San Francisco*.

ZAN DUBIN SCOTT (B.A. Print Journalism '84) is a founding board member and communications director for Plug In America, a nonprofit organization leading the nation's plug-in vehicle movement. Formerly, she served as President of ZDS Communications, representing other environmentally friendly enterprises and corporations, following a 15-year career as an award-winning *Los Angeles Times* writer.

PAUL COMI, JR. (B.A. Communication Arts and Sciences '86) works for WorkflowOne in the Los Angeles area selling promotional marketing merchandise, printing solutions and eStores to organizations.

ERIN PROPHET's (B.A. Print Journalism '86) memoir, *Prophet's Daughter*, was selected by Barnes & Noble as part of its Discover Great New Writers program.

DONAT TADDEO (M.A. Communication Management '86) has been appointed vice rector, development and alumni relations, at Université de Montréal. He formerly was founding president and CEO of the McGill University Health Center Foundation, and served as executive vice president of Concordia University's Campaign for a New Millennium; dean of the faculty of engineering and computer science; and dean of the faculty of arts and science – humanities division. As an active member of the Montréal community, Taddeo serves as a member of the Board of the Orchestre Métropolitain de Grand Montréal, the MAB-Mackay Rehabilitation Centré Foundation and the Société du Palais des Congrès de Montréal.

GUY GRUPPIE (B.A. Journalism '88) was named a "2009 Southern California Super Lawyer" by Law & Politics magazine. He is currently a senior partner in the Los Angeles office of Murchison & Cumming, specializing in civil trial work, with an emphasis on general liability and product defense work. He also chairs the general liability and casualty practice group and is a member of the firm's product liability practice group. Gruppie is AV-rated by Martindale Hubbell and serves as national trial Counsel for Fuji Film USA, Inc. Previously, he was a reporter and editor at the *Los Angeles Times*.



LISA LAPIN

(B.A. Print Journalism '87) has been appointed assistant vice president for University

Communications at Stanford University. In this role, Lapin will serve as the chief spokesperson for Stanford. This follows nearly a decade of service at UC Davis as its chief communications officer, where she also served as director of the University's news service and as assistant vice chancellor for University Communications. Before joining UC Davis, Lapin spent 15 years as a reporter and editor at the *Los Angeles Times*, *San Jose Mercury News* and *Sacramento Bee*.



VICTORIA STEELE (M.A. Communication Management '93) is director of collections strategy for the

New York Public Library. She is responsible not only for NYPL's rare and special collections, but also for the collections in the 86 branch libraries. She previously was head of the Department of Special Collections in the Young Research Library at UCLA, and head of special collections at USC.

JOHN BURMAN (B.A. Print Journalism '90), special projects director at Forbes in New York, recently launched "Forbes Star Currency," a study of the global entertainment industry that looks at the "bankability" of more than 1,400 actors around the world. Participants were asked to assess an individual's ability to accomplish several criteria when attached to a film project, including the actor's ability to attract financing and secure theatrical distribution with his participation; and his impact on box office and a project's financial performance in ancillary markets. This is the first of what will be ongoing studies under the "Forbes Star Currency" banner. The project, released in early February, continues to receive substantial media coverage around the world.

GENA DAVIS (B.A. Communication '91) is the executive director of Global Brands for Fox Mobile Entertainment. Davis formerly worked for the Walt Disney Company.

CHRISTINA MONTOYA (B.A. Journalism '97) has been named vice president, utility marketing and communication, at El Paso Water Utilities, where she will direct EPWU's communication, marketing and public relations. She previously was weekend news anchor and reporter at KTSM-TV. During her nine-year career as an on-camera journalist, she received numerous awards from the Texas Associated Press, including a first-place award for general assignment reporter and best reporter in 2006.

MAGGIE WANG (B.A. Broadcast Journalism '97) is the director of communications at Nickelodeon, based in New York. She oversees publicity efforts for all of Nickelodeon's preschool series including "Dora the Explorer," "The Wonder Pets!," "Go, Diego, Go!," "Ni Hao, Kai-lan" and "Yo Gabba Gabba!." Previously, she was senior director of publicity at Columbia Records.

LISA REMILLARD (M.A. Strategic Public Relations '03) has joined KTVN-ABC as anchor for "Action News" in Las Vegas, following five years of reporting at WTXL in Tallahassee, Fla. and at WFTS in Tampa-St. Petersburg, Fla. While there, she covered Hurricanes Charley, Francis, Dennis and Rita in Florida. Her coverage of the Lake County tornado devastation earned her an Emmy nomination.

STEFI WEAVER (B.A. Communication '04) won a Chicagoland Emmy in Chicago for her work on the film series "Image Union," a 30-minute weekly series that presents short films from around the globe. She is currently an associate producer on the series, as well as a creative services producer for the Chicago PBS affiliate station WTTW.

LAURA CAVANAUGH (M.A. Broadcast Journalism '06) recently joined NBC5 News Sunrise as an anchor for KOBI-TV in Medford and KOTI-TV in Klamath Falls, Ore. She has also worked at ABC News and at "Dateline NBC." During her time at USC, she was the recipient of the Journalism Director's Award for Excellence.



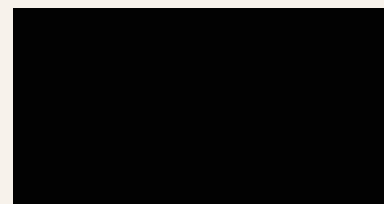
GEOFFREY BAUM (M.A. Broadcast Journalism '89) has been appointed by Calif. Gov. Arnold

Schwarzenegger to the California Community College Board of Governors. As a member of the 17-person panel, Baum is responsible for developing and implementing policy for California's 110 community colleges.

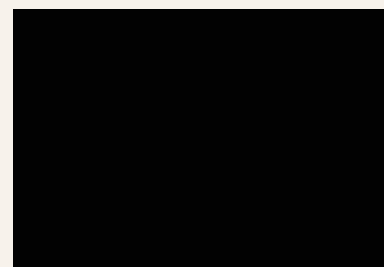
USC ANNEBERG Around the Country:

005000 MILES
AND COUNTING...

Since 2007, Dean **ERNEST J. WILSON III** has criss-crossed the country, visiting with USC Annenberg alumni and friends at every stop. Some recent updates from the road:



Seattle, March 2009: **SHAWN CHITNIS** (B.A. Broadcast Journalism '08) and his parents, Runa and Mohit, heard Dean Wilson talk about "Innovation in a Down Economy" at the Rainier Club.



San Francisco, November 2008: **MARKOS KOUNALAKIS** (Graduate Certificate International Journalism '96) talks with Journalism School Director **GENEVA OVERHOLSER** and Dean Wilson at an event he hosted at his home.

Next stop: Dallas. Stay tuned!

DIANA DAY (M.A. Online Journalism '06) launched **BeTwinned.com**, a blog for parents of twins and multiples. In addition, she is currently teaching at a private girls' school in the Los Angeles area.

WILLIAM ETLING (M.A. Print Journalism '06) is a writer for *GOOD* magazine and a news media consultant for MTV.

BRANDI FOWLER (M.A. Broadcast Journalism '06) is a production assistant at E! News. She writes and produces the morning News Flash for day-of-air.

MILLIE JEFFERSON (M.A. Broadcast Journalism '06) is currently a producer for PRI's "Marketplace."

ALUMNI NOTES

KARL-ERIK STROMSTA (M.A. Print Journalism '06) reports for the weekly newspaper and Web site Recharge, covering the environmental and renewable energy beat in Europe, Africa and the Middle East.



JASON SEHORN (B.A. Communication '93) has been appointed to the President's Council on Physical Fitness

and Sports. The council is an advisory committee of volunteer citizens who advise the president through the Secretary of Health and Human Services about physical activity, fitness, and sports in America. Sehorn was appointed in January by then-President George W. Bush and will serve under President Barack Obama. Sehorn was a USC football defensive back who played in the NFL with the New York Giants and the St. Louis Rams. He played in Super Bowl XXXV in 2001 with the Giants.

SHAWNA THOMAS (M.A. Broadcast Journalism '06) is the political desk assignment editor at NBC News in New York.

ALISON BRODY (M.A. Broadcast Journalism '07) is a producer and Web editor for KCET, a PBS member television station in Los Angeles. Previously, she produced a two-hour public affairs program in South Africa.

MAYA MEINERT (M.A. Print Journalism '07) is a staff reporter at the *Los Angeles Business Journal* covering retail, dining and hospitality. Previously, she was a staff writer for the *Los Angeles Daily Journal* covering law firm business.

MELBA NOVOA (M.A. Communication Management '07) directed the play *Simply Maria, or the American Dream* by Josefina Lopez.

JESSICA ROBERTS (M.A. Print Journalism '07) is a Ph.D. candidate at Maryland's Philip Merrill College of Journalism. She has reported for the *Cape Times* in South Africa and the *Santa Monica Daily Press* in California and has done work for the Associated Press and *Forbes*.

EMILY SCHWARTZ (M.A. Strategic Public Relations '07) won the PRSA-LA Trevett Award, which is presented to two outstanding young professionals in the greater Los Angeles area each year. She is a senior account executive in the Los Angeles office of GolinHarris.

ROCIO ZAMORA (M.A. Print Journalism '07) works for *Tu Ciudad* magazine in Los Angeles. She has interned for City Projects, a documentary production company; *Cape Argus Tonight*, a daily newspaper in South Africa; and for Univisión, KMEX 34, the leading Spanish-language network in Los Angeles.

PATRICK BECKER (B.A. Communication '08) recently joined KFSN-TV, an ABC-owned station in Fresno, as a newscast producer. He was previously the online news producer at KABC-TV. During his time at USC, he won first-place honors in the Website/Blog category from the Los Angeles Press Club at the Southern California Journalism Awards ceremony.

KYLE CABODI (B.A. Broadcast Journalism '08) is a reporter for KHBS/KHOG-TV in Arizona. This follows internships for CNBC and KCBS/KCAL-TV in Los Angeles and KNSD-TV in San Diego.

SHAWN CHITNIS (B.A. Broadcast Journalism '08) is a morning reporter for KNDO-TV, an NBC-owned station in Yakima, Wash.

JESSICA JARDINE (M.A. Print Journalism '08) is the L.A. city editor for the *Onion's* AV Club, the arts and entertainment section of the newspaper, after interning for the *Onion* in two different cities.

JASPAR WEIR (B.A. Communication '08) has co-founded TaskUs, an online outsourcing company that works with individuals and small businesses to identify lower-cost domestic and foreign service providers.

IN MEMORIAM



WILLIAM H. PERKINS, a professor of speech pathology who was a nationally recognized authority on the speech disorder stuttering, died Oct. 6 as a result of complications from a fall in Baldwin Hills, Calif. He was 85.

Perkins was professor emeritus of speech pathology and otolaryngology in USC's Keck School of Medicine, and speech communication at USC Annenberg. As director of the Stuttering Center at USC, he oversaw a speech clinic that specialized in the treatment of stuttering, also known as stammering.

Born in Kansas City, Mo., in 1923, Perkins served as a gunnery officer in the South Pacific during World War II and remained a member of the U.S. Naval Reserve until 1983. After the war, he returned to Missouri to earn his Ph.D. He once wrote that he turned to "speech pathology as an employable alternative" to an acting career, which he dabbled in during his college years. It was on the stage that he met his wife, Jill Thompson.

Perkins came to USC in 1952. Widely recognized for his work in the field, he received the American Speech-Language-Hearing Association's highest honor in 1973.

After retiring in 1988, Perkins devoted his time to solving what he called "the unsolvable problem of stammering." It was his controversial book, *Tongue Wars: Recovery From Stammering*, that challenged the profession to reconsider long-held orthodoxy.

He is survived by his wife, Jill; sons Scott, Kyle and Christopher; and daughter-in-law Denise. In lieu of flowers, the family requests that donations be made to Alzheimer's research.

Remembering Leonore Annenberg, 1918–2009

LEONORE “LEE” ANNENBERG, longtime benefactor of the USC Annenberg School and president and chairman of The Annenberg Foundation, died March 12 in her adopted hometown of Rancho Mirage, Calif. She was 91 years old.

Together with her late husband, publisher and Ambassador Walter H. Annenberg, Lee Annenberg was among the strongest supporters of the University of Southern California. Since 1951, the Annenberg family and Annenberg Foundation have given \$288.6 million to support programs in communication and journalism at USC. The USC Annenberg School for Communication, along with its sister school at the University of Pennsylvania, are two of the many educational institutions across the country that bear the Annenberg name.



In recognition of Mrs. Annenberg’s transformational belief in the power of communication to improve the human condition, USC Annenberg deans past and present offered the following personal remembrances:



ERNEST J. WILSON III (*dean from 2007–present*): *I remember an important and inspiring conversation with Mrs. Annenberg. During my first extended meeting with her soon after I became dean, she asked what I intended to do at the School, and what new ideas I would bring to the position.*

I politely recited a couple of activities such as building on the public diplomacy program and launching more international initiatives. Without hesitation, she said politely but firmly that those were fine, but the School was already doing them. She genuinely wanted to know what brand-new initiatives I would propose beyond what we were doing already, not just extending existing ones.

This was an important conversation for a new dean, because it indicated that I could experiment, encourage new approaches and take up new issues with the full backing of a foundational figure for the School.

I will miss her deep interest and engagement with the life of the School.



GEOFFREY COWAN (*1996–2007*): *I remember one day when Lee Annenberg called me up about a student whose father was a friend of hers. The student was already at USC and wanted to become part of the Annenberg School. USC Annenberg has stricter admission requirements for USC students, and unfortunately this student’s academic performance was lower than permitted. I called Lee back to tell her the news.*

She said, “I would never want you to compromise just because I called you up. I’m so proud of the high standards that this school has, and I want it to be as good as it can possibly be.”

She always wanted our students to be the best possible students and to have the best possible school.



A. MICHAEL NOLL (*1992–1994*): *I traveled to Sunnylands [the Annenbergs’ estate in Rancho Mirage, Calif.] with the University’s leadership team to discuss a proposal for the creation of the Annenberg Center. It was a long two-hour drive, and very warm outside. I remember that when we arrived, Mrs. Annenberg was so considerate and courteous. Rather than ushering us immediately into our meeting, she remarked that we must be tired and thirsty and insisted that we relax for a few minutes with ice water and lemonade. I was impressed with how she so clearly was thinking of others. I felt warm and welcomed in their home.*



PETER CLARKE (*1981–1992*): *During my time as dean of the Annenberg School, most of our semi-annual board meetings were at Sunnylands, where Lee Annenberg was a gracious hostess as well as a member of the board. This was a foundational period for the School, a time of building faculty strengths and degree programs that lie at the heart of our reputation. Lee Annenberg always greeted our plans with an intense commitment to excellence and a sympathetic and understanding curiosity. I shall remember her fondly.*

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



Media pioneers shine a spotlight on leadership

Events at USC Annenberg featuring **TED TURNER** (pictured, top left) and **TAVIS SMILEY** (below right) explored strategic responses to moments of change. In a wide-ranging question-and-answer session led by University Professor **GEOFFREY COWAN** (top right), Turner reflected on his time at the head of media giants such as CNN and Time Warner while also taking a forward-looking perspective. "You get ahead by looking ahead," he said.

At a half-day forum open to Los Angeles high-school and college students, Smiley discussed what he called the "engagement dividend," or the upsurge in political interest during the 2008 presidential election. "We want to talk today about the challenge and the change – your generation... You can't lead the people if you don't love... and you can't save the people if you don't serve. It's about love and service," he said.

