The future of journalism and communication calls for transparency, nimbleness, collaboration and innovation. These key characteristics are embedded in the physical spaces and digital networks of Wallis Annenberg Hall, which was designed with the input of students, staff and faculty who share the same focus: to build the next generation of communicators.

The first steps inside, through the doors on Childs Way, reveal a Greek assembly-style forum, topped with a four-story atrium and skylight. The forum is designed to encourage impromptu gatherings as well as host guest lectures and programs. In September, a 30-foot digital media wall will greet visitors as a real-time showcase of student programming.

Throughout the building, faculty and students will work together in collaborative spaces: project areas with movable walls, a digital lounge with ongoing technical training and workshops, multi-purpose rooms, meeting rooms, open study areas and drop-in spaces. Anywhere that glass could replace drywall, it does. The philosophies of sharing and transparency are clearly visible.

Behind the scenes, a central media database – unique for an academic environment – encourages digital collaboration by communication and journalism faculty, students and scholars. USC Annenberg built this multimedia ecosystem into a 500-terabyte, private media cloud. Students will be able to strip, rebuild and transfer projects seamlessly from multiple sources – including classrooms, newsroom workstations and laptops – and even deliver the programming instantly to TV, radio or the Web.

The newsroom itself, the Media Center, combines the school’s student-run digital, broadcast, radio and public relations operations. Think of media production that is entirely future-oriented, with journalists branching off from their old allegiances to share material and expertise among all platforms. And they’re using up-to-the-minute technologies to do it. Television, radio and direct-to-Web vodcast studios are multipurpose and allow students to stream programming to any medium seamlessly.

Almost all of the advanced technology is customizable. Throughout the building, technologies are scalable and flexible as new innovations pop up.

We hope that you’ll leave with a hands-on appreciation of USC Annenberg and Wallis Annenberg Hall – including its infinite ability to accommodate emerging technologies, and how it will influence communicators and journalists to come.
FACT AND FIGURES

- 88,000 square feet, Collegiate Gothic exterior, five stories and 23 classrooms
- 20,000-square-foot Media Center combining digital, broadcast and radio and direct-to-Web vodcast production; 91 workstations
- $59.3 million project, including $8.1 million in technology
- Media Center production will publish to: Annenberg TV News (ATVN), online news source Neon Tommy, Annenberg Radio News (ARN), TV newsmagazine USC Impact and Intersections South LA
- Initiated by a $50 million gift from The Annenberg Foundation, at the direction of Wallis Annenberg, the foundation’s chairman, president and CEO
- Loaded with 3,000 wired data ports and full WiFi, including 111 hotspots
- 148-seat auditorium and a café
- Design and architecture by DEGW and Harley Ellis Devereaux
- USC Annenberg has raised more than $100 million toward its fundraising goal of $150 million. Initiative funds Wallis Annenberg Hall, scholarships and fellowships, chaired professorships and new student projects
- 2,470 students (undergraduate and graduate), 100 faculty, more than 17,000 alumni

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UPCOMING AT WALLIS ANNENBERG HALL

Oct. 1, 2014 at noon: Grand Opening
Nov. 6, 2014: Visions and Voices presents Google’s Aaron Koblin and the new media wall