



SAVE THE DATE
WALLIS ANNENBERG HALL

GRAND OPENING
OCTOBER 1, 2014 | NOON

BRAZIL **WEIBO** **DISRUPTOR**
WILLOW BAY **DANCEMAPLA** **AIL**
NYT ONLINE **CONSCIENCE**
NEW BUILDING
NEW PROGRAM
NEW ERA
SUNDANCE **JOMO** **SUNNYLANDS** **SARAH BANET-WEISER**
EASTER EGG **WALLIS ANNENBERG HALL** **THIRD SPACE** **FOMO**

USC Annenberg ...of COURSE

Jour 498 Critical Thinking:
The Art and Science of
Not Getting Fooled
Prof: K.C. Cole

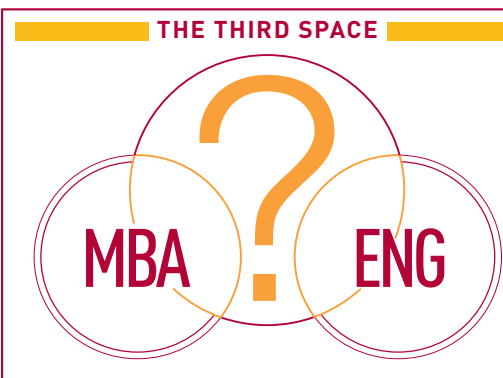


THE THIRD SPACE An Update on the "Trillion-Dollar Problem"

By Ernest J. Wilson III

Progress continues on our groundbreaking Third Space initiative, and I am pleased to announce that we'll delve more deeply this Fall, at the first-ever Annenberg Forum. This conclave will unite thought leaders from business, digital media, academia and the communication field in the debut exploration of the Third Space. For those of you not yet familiar with what the Third Space is, please visit <http://uscthirdspace.com/>. You can also join the conversation by following @USCThirdSpace on Twitter.

Annenberg Forum 2014 will take place inside Wallis Annenberg Hall, our new building designed to be an ideal cross-disciplinary home to the Third Space community. The Forum will follow our school's installation of two exemplary Third Spacers in senior leadership roles. Sarah Banet-Weiser, brand new director of the School of Communication, and Willow Bay, brand new director of the School of Journalism, each possess the interdisciplinary, integrative, 360-degree values and skills at the heart of the Third Space.




Our initial explorations of the Third Space were especially pertinent for the Media, Communications and Entertainment (MCE) industries. However, as we interviewed global executives, we heard repeatedly how critical communication is to an organization's overall success. We now believe that individuals adept in Third Space competencies will be needed in all industries and organizations that consider communication central to their strategy, not just those in the MCE sector.

The urgency to the conversation around Third Space issues results from a unique confluence of economic, technologic and societal developments. The advent of disruptive technologies, particularly the rise of the Internet and social media platforms, has upended the traditional business environment. E-commerce and a new legion of empowered, opinionated

and influential "citizen journalists" have made yesterday's narrow, hierarchical and antiquated communications approaches nearly obsolete. Today's business environment has been irrevocably altered and the rate of change is accelerating.

A return to "the good old days" is not only unlikely, but fiscally unsound. The McKinsey Consulting Group projects that successfully leveraging social media's operating and transactional efficiencies could yield an additional trillion dollars annually (http://www.mckinsey.com/insights/high_tech_telecoms_internet/the_social_economy). And these calculations do not include the full impact of the next wave of disruption, the "Internet of Things," expected to take hold in the decade ahead. Our own research, the data published by McKinsey, and the work of other respected consultancies confirming that the shortage of Third Space talent are a key barrier to success leave us more convinced than ever that our Third Space work has important implications for educators, professionals and global citizens.

We appreciate your ongoing contributions to this conversation and encourage you to share your thoughts by participating in our new online survey, at <http://bit.ly/TPzwCL>. 





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“Walter and Leonore Annenberg wanted Sunnylands...
to become the ‘Camp David of the West’”

—PROF. GEOFFREY COWAN, PRESIDENT OF THE ANNEBERG FOUNDATION TRUST AT SUNNYLANDS



PHOTO BY NED REDWAY

SUNNYLANDS The President's Second Home for Diplomacy

Walter and Leonore Annenberg wanted Sunnylands, their spectacular 200-acre desert estate in Rancho Mirage, Calif., to become the “Camp David of the West”—a place where Presidents would bring world leaders together to promote peace and facilitate international agreements.

Last year Sunnylands hosted President Obama and President Xi Jinping of the People's Republic of China in the historic “shirtsleeves summit” that helped them to forge a personal relationship and led to an historic agreement on greenhouse gas emissions. (See photo.) Earlier this year, Sunnylands again hosted the President, this time for a meeting on the Syrian refugee crisis with King Abdullah II of Jordan.

In creating Annenberg Retreat at Sunnylands, Walter and Leonore Annenberg also specifically encouraged it to work with the Annenberg Schools at USC and the University of Pennsylvania. In addition to hosting world leaders, hopefully it will become a part of the life of students and faculty who want to visit another great Annenberg venue and to create important meetings designed to make a major impact on the world.

With the virtue of total privacy in an extraordinary setting that includes a nine-hole golf course and 11 lakes, Sunnylands offers leaders an exceptional place to pause, reflect, build meaningful connections and to focus on major challenges.

—Prof. Geoffrey Cowan
Director, USC Annenberg Center on Communication
Leadership & Policy; President of the Annenberg
Foundation Trust at Sunnylands

PHOTOS © THE ANNEBERG FOUNDATION TRUST AT SUNNYLANDS



TRAVELOGUE São Paulo

Earlier this year, the USC Annenberg Master's of Public Diplomacy program conducted a research trip to São Paulo, Brazil to research how public diplomacy is integrated into various organizations within that nation. While there, I took time to chronicle some of the famously sprawling city's more intimate streetscapes.

The photo, above, of the young man seated captures a quiet moment of solitude in a small bakery in São Paulo on a street called Rua Fradique. This photo was taken moments after the man exchanged hugs and kisses with the owner of the café.

The larger photo is an insider's view of "Beco de Batman," or "Batman Alley," in Vila Magdalena, a beautiful, modern section of São Paulo. Originally made famous by a graffiti-rendered image of Batman by an unknown artist, this series of alleyways is now home to works by many of Brazil's greatest graffiti artists, including the image in red by seminal artist, Speto.

—Nefthalie Williams (MPD '14)



PHOTOGRAPHY BY NEFTALIE WILLIAMS



PHOTOGRAPHY BY BRETT VAN ORT

OLYMPICS JOURNALIST Alan Abrahamson

USC Annenberg Professor Alan Abrahamson has covered a total of eight Summer and Winter Olympics throughout his journalism career, most recently the Sochi 2014 Winter Games.

Abrahamson—photographed here in front of the Los Angeles Memorial Coliseum, a stadium used during the 1932 and 1984 Summer Games—reported from Sochi for various outlets, including *NBCOlympics.com*, MSNBC and *Today*. He also fed a steady stream of updates and observations to his various social media platforms.

In Sochi, Abrahamson supervised Lawrence Murray and Kimiya Shokooi, a pair of Annenberg graduate journalism students believed to be the only students from a U.S. university credentialed as working journalists. “This is exactly the kind of thing that prepares our students for what is most important, which is getting a job in the real world,” Abrahamson said. “I’ve worked at Annenberg for three years now, and we’re doing some crazy, exciting stuff. We prepare our young people to walk into the work-a-day world and kill it. We prepare them to excel from the moment they get their diploma.”

Abrahamson teaches graduate-level sports journalism and works with the USC Annenberg Institute of Sports, Media & Society (AISMS), which is directed by Professor Daniel Durbin. Abrahamson also runs his own website, *3wiresports.com*, and in June was awarded the Track and Field Writers of America Adam Jacobs Memorial Award for excellence in online journalism.

The Dayton, Ohio native says his interest in sports was sparked by the 1972 Munich Games. “I’ve loved the Olympics ever since I was a little boy,” Abrahamson said. “I grew up following basketball and football, and the Olympics opened my eyes to other kinds of sports and athletes like Jesse Owens and other people who became my childhood heroes.”

—Olivia Niland (*Print and Digital Journalism* '16)

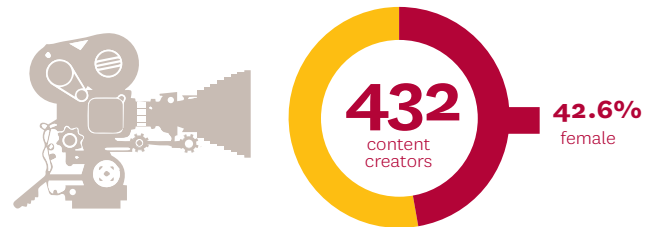
FILM: DATA FROM THE USC ANNEBERG MEDIA, DIVERSITY AND SOCIAL CHANGE INITIATIVE

Prof. Stacy Smith, Katherine Pieper and Marc Choueiti were commissioned by the Sundance Institute and Women in Film Los Angeles to study whether female-helmed projects at Sundance Labs are just as likely to be completed as male-directed projects after receiving lab support.

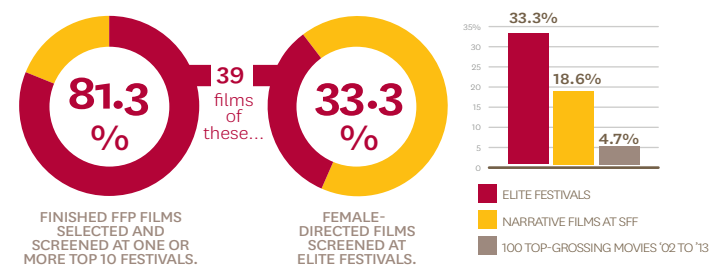
LABS LEVEL THE PLAYING FIELD

Female-helmed projects in both the Feature Film Program (FFP) and Documentary Film Program (DFP) are just as likely to be completed as male-directed projects after receiving lab support.

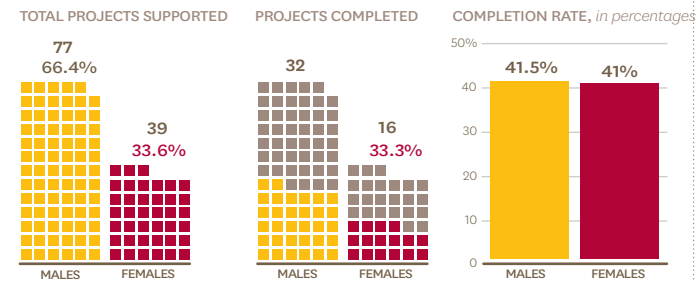
SUNDANCE INSTITUTE LABS ARE FEMALE FRIENDLY



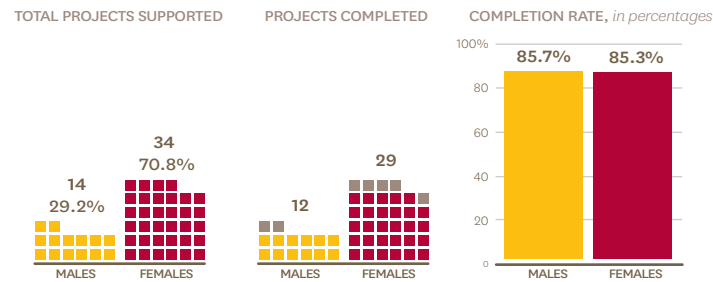
LAB FILM EXHIBITION



FEATURE FILM PROGRAM (FFP)

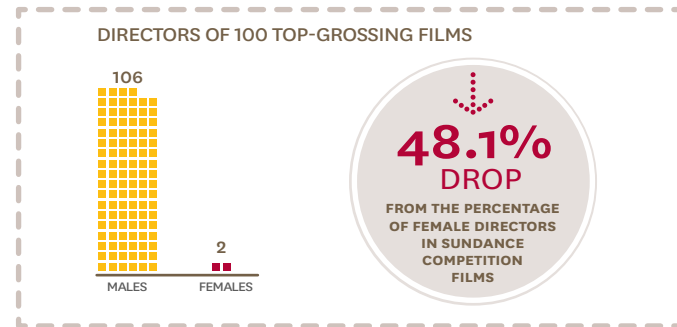
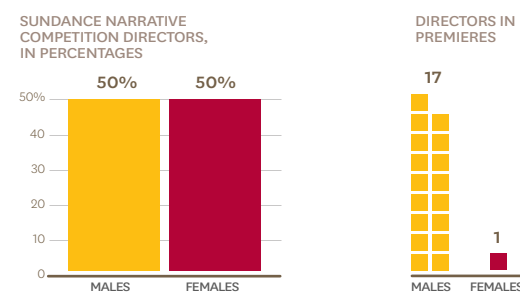


DOCUMENTARY FILM PROGRAM (DFP)



WOMEN IN FILMMAKING AT SUNDANCE FILM FESTIVAL

In 2013 Sundance narrative directors continued to outperform directors of 100 top-grossing films.



SOURCE: USC ANNEBERG MEDIA, DIVERSITY AND SOCIAL CHANGE INITIATIVE.

@uscannenberg

CROWDSOURCING PUBLIC PARTICIPATION

Jan. 13, 2014
Professor and Crowdsourcing author Daren Brabham leads a colloquium on a topic that is mainstream in the business world, but only beginning to take hold in the public sector.

STATE OF THE UNION LIVE VIEWING

Jan. 28, 2014
Students gather to watch President Obama's address and interact with an expert panel. Co-organized by the USC Annenberg Center on Communication Leadership & Policy

AN EVENING WITH MANUEL CASTELLS

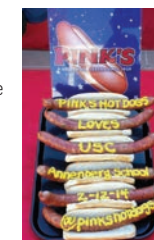
Feb. 4, 2014
The University Professor and Wallis Annenberg Chair in Communication Technology and Society reads from and discusses his recent publications.

DEAN'S OPEN FORUM: ROBERT HERJAVEC

Feb. 6, 2014
The President and CEO of The Herjavec Group and one of the "sharks" from ABC series *Shark Tank* lectures on how to give "The Perfect Pitch."

FREE PINK'S!

Feb. 12, 2014
Pink's Hot Dogs available to all USC Annenberg students who complete the Spring 2014 Student Technology Survey.

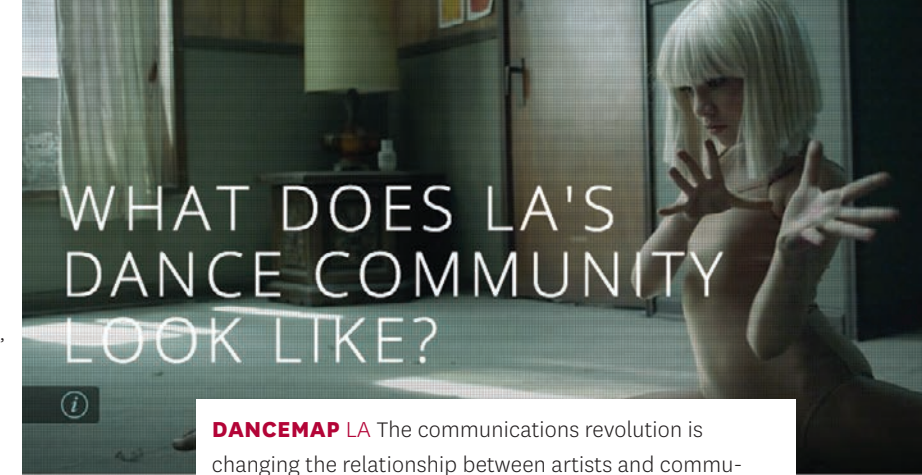


HEALTH CARE LEADERS: HEALTH REFORM IN CALIFORNIA

Feb. 26, 2014
The California Endowment Health Journalism Fellowships host an event about the challenges of making insurance accessible and affordable for the largest uninsured population in the country.

M{2E} EXECUTIVE-IN-RESIDENCE: SCRATCH

Feb. 25-27, 2014
USC Annenberg's Media, Economics and Entrepreneurship program welcomes Executive-in-Residence, Scratch, a creative SWAT team within Viacom Media Networks.



WHAT DOES LA'S DANCE COMMUNITY LOOK LIKE?

DANCEMAP LA The communications revolution is changing the relationship between artists and community. What we expect from the arts, what role we expect to play within them—whether we are makers or actors or audience members—is changing. We seek increasingly to be fully engaged, and everybody wants to be counted, made visible.

To my mind the responsibility of arts journalists is to make the arts visible and connect people by telling stories. I've lived in Los Angeles for over 30 years, mostly covering dance as a critic or teaching others how. Of all the arts in this city, dance is the most fragmented and dispersed. Yet its history and influence on dance in America over the past century is arguably the most important; this is where modern dance was born. L.A. is the cradle. But who knew? Is dance as robust and vibrant now? Let's find out.

If a community isn't visible and identified, then it doesn't have power, and while this may have been acceptable and understandable 75 years ago, in the digital age, it's not. This is where *DanceMapLA* comes in. The fifth of our innovative arts journalism projects, *DanceMapLA* will launch this fall and provide ways of seeing, tagging and knowing the L.A. dance scene. The site will show you who is dancing, where they are dancing and what they are talking about.

We're looking at *DanceMapLA* as a beta for learning about other subjects and communities beyond the arts. With the digital architecture and big data system in place, potentially any subject can be introduced, providing journalists and others with the most up-to-date facts and information needed to tell today's stories. A cultural game changer, we hope. 📍

—Prof. Sasha Anawalt
Director, Arts Journalism Master's Program

ANNEBERG MIX For a New Era I was invited by the USC Annenberg School for Communication and Journalism to create a music mix to celebrate the launch of their new home, Wallis Annenberg Hall, an impressive building that reflects the school's position on the burning edge. I have crafted this exclusive mix to celebrate the New Era that USC Annenberg is forging. The offering is a convergence of sonic pioneers alongside contemporary artists who are making their mark on the music landscape. I hope you enjoy the ride!

Artist >> SONG

- McDonald & Giles >> THE INVENTOR'S DREAM
- Daedelus >> ASTROBOY
- Raymond Scott >> LIGHTWORKS
- Brian Eno >> ST. ELMO'S FIRE
- Arthur Russell >> SCHOOLBELLTREEHOUSE (WALTER GIB...)
- Maximum Joy >> INTHEAIR
- Kraftwerk >> COMPUTER WORLD..2
- Frankie Knuckles >> YOUR LOVE
- Dntel >> TO GO BEYOND
- Flying Lotus Feat. Thundercat >> MMMHMM
- Fela Kuti >> QUESTION JAM ANSWER
- Orange Juice >> RIP IT UP
- King Tubby >> DUB FROM THE ROOTS
- Build An Ark >> SAY YES!
- John Coltrane >> LIVING SPACE

Listen to and download the playlist here:
<http://dublabb.com/annenberg> 📍



—Mark "Frosty" McNeill (B.S. Music Industry, B.A. Humanities '99) co-founded Dublab, a non-profit web radio collective. He was among the first honorees of the USC Annenberg Norman Lear Center's Popular Music Project's LA Residency Program.



AUGMENTED REALITY Total Immersion is not just for gaming any more. Last fall, USC Annenberg Professor Robert Hernandez led a group of students through an immersive storytelling experiment that revealed nuances of the Los Angeles Public Library, while simultaneously providing a glimpse into the future of journalism and communication. Students created an app featuring digital content layered over real-world visual markers that can be viewed via mobile device. Students designed content that accessed the library's special collections of rare books, translated Greek epigraphs, revealed how the library structure has evolved over the years, and even presented a full-on puppet show.

Further experiments in this immerse technology span a diverse spectrum: Artists such as BC "Heavy" Biermann from RE+Public, scientists from NASA/JPL, even a Tokyo aquarium which wanted to boost attendance to its penguin exhibit, are already effectively fusing AR to their work. What's around the next curve? Hernandez says that it will likely be the merger of AR with wearable, immersive technologies. Sony, Epson, and of course, Google with their Glass platform, have all entered the wearable arena. This fall, Hernandez will lead an entire course focused on creating apps for Google Glass, which he says will be a "strong baby step, creating content that I see as essentially augmented reality." ^a

—Anne Bergman (MA, Print Journalism, '94)

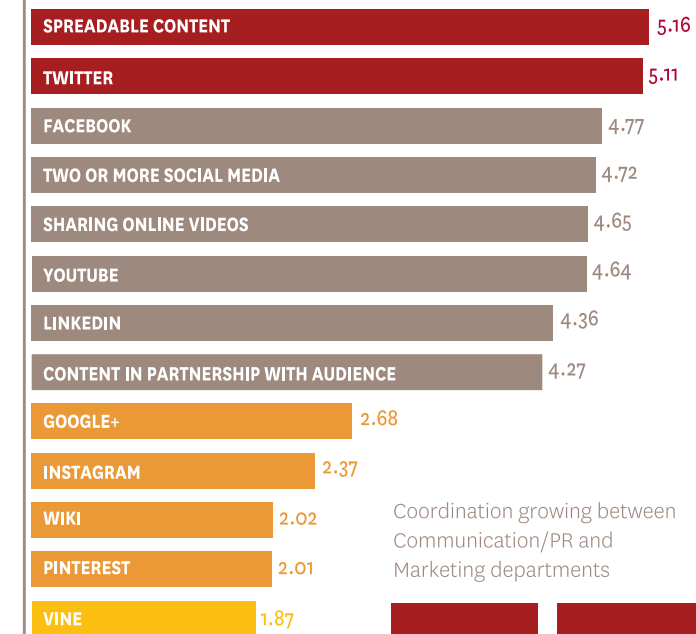
Images: Video captures from youtube.com/uscannenberg
Download the free app by searching "ARhiveLAPL" in iTunes

GAP GENERALLY ACCEPTED PRACTICES

Compiled and published biennially by the USC Annenberg Strategic Communication and Public Relations Center, the GAP Study surveys working professionals, pinpoints trends and provides industry data on a wide range of topics. Three examples are below.

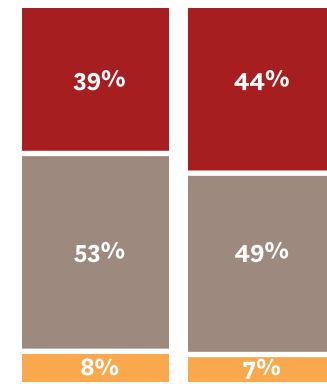
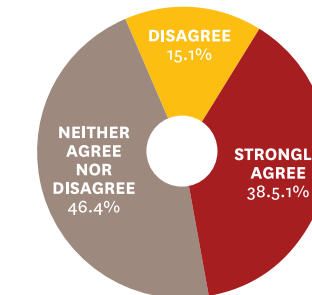
Respondents were asked to rate their usage of social media.

1 = DON'T USE → 7 = USED SIGNIFICANTLY



Coordination growing between Communication/PR and Marketing departments

Actively participating in long-term, organization-wide strategic planning



VERY COORDINATED
NEITHER
VERY UNCOORDINATED

SOURCE: USC ANNENBERG STRATEGIC COMMUNICATION AND PUBLIC RELATIONS CENTER

FROM THE ARCHIVES USC Annenberg YouTube Highlights

BBC correspondent Kim Ghattas on Hillary Clinton



USC Annenberg leaps Into The Creative



Jaron Lanier, USC Annenberg Innovator-In-Residence



@uscannenberg

A CONVERSATION WITH WILLOW BAY

March 6, 2014
Bay speaks on "21st Century Journalists." On March 26, Bay would be named new director of the School of Journalism, beginning July 1, 2014.



PHOTO BY ALAN MITTELSTAEDT

EYES WIDE OPEN: THIS IS MEDIA

March 6, 2014
Screening of a short documentary produced by Participant Media, with a Q&A session afterward featuring the Annenberg Innovation Lab's Erin Reilly and professors Alison Trope and Judy Muller.

USC ANNENBERG COAST TO COAST-SAN FRANCISCO

March 11, 2014
"From an Information Economy to Imagination Economy: How Content and Context Became King," an Annenberg Alumni event starring Facebook's Cory Ondrejka and the Annenberg Innovation Lab's Jonathan Taplin.

HOLLYWOOD, HEALTH & SOCIETY'S GLOBAL CENTERS MARK ANNIVERSARY

March 17, 2014
At a news conference in Mumbai, leaders of the USC Annenberg Norman Lear Center join filmmakers representing Bollywood, Nollywood and Hollywood to discuss the global reach of entertainment.

DAY OF SERVICE

March 22, 2014
USC Annenberg alumni partner with Helping Young People Excel (HYPE Los Angeles) to help low-income students prepare for upcoming interviews at private college-prep high schools.

CLIMATE PALOOZA 2014

March 28, 2014
Scientists from NASA JPL co-host this second annual, sprawling multi-media festival, offering dynamic learning opportunities about the latest science defining climate change.



BRYCE NELSON FAREWELL

April 3, 2014
The USC Annenberg community salutes this respected School of Journalism professor who is retiring after 30 years of service.

THE MAESTRO

The Annenberg Innovation Lab's mission embraces media, culture and society as the basis for innovation. ALL's students, faculty and staff define innovation as a social, collaborative process involving artists, scientists and humanists wrestling with new problems raised by technology.

ALL's myriad cutting-edge projects land in, and across, categories such as, "experimenting with transmedia," "rethinking urban living," and "refining social media analytics."

PROF. JONATHAN TAPLIN is the director of the Annenberg Innovation Lab. During his extraordinary career, Taplin has been tour manager for Bob Dylan and the Band, produced Martin Scorsese's first film, served as a Wall Street VP, and is a patent-holding CEO.

USC Annenberg
Innovation Lab

USC Annenberg *Innovation Lab*

THE FIXER



PROF. SUSAN RESNICK WEST specializes in organizational change and the creation of innovation networks. She is the lead researcher on the Innovation Lab's Think and Do Process. West has held management positions in the public and private sector; she has consulted for organizations including DreamWorks, Barclay's Global Investors, Cedars Sinai, Northrup Grumman and the Department of the Navy.

PROF. FRANÇOIS BAR'S research projects run an avant-garde gamut: from mobile storytelling and mapping, to information communication technology and development, to Twitter politics sentiment and the Black Twitter project, to "urban furniture hacking." Bar is photographed here with one of the dozen pay phones ALL purchased online. These would become part of the experimental, neighborhood-based transmedia project, Leimert Phone Company.

USC Annenberg
Innovation Lab

THE HACKER

feature

WEIBO

THIRD SPACE

SUNNYLANDS

WILLOW BAY

DANCEMAPLA

NYT ONLINE

AIL

EASTER EGG

BRAZIL

NEW

BUILDING

NEW

PROGRAM

NEW

ERA

Sea change has come to USC Annenberg. On October 1, 2014 the school celebrates the grand opening of the technologically transformative, 88,000-square-foot Wallis Annenberg Hall. This summer, the School of Journalism welcomes its first cohort of nine-month Journalism M.S. students. And the School of Communication and the School of Journalism have each hired new directors —Sarah Banet-Weiser and

Willow Bay, respectively. These Annenberg changes haven't occurred in a vacuum. In today's dynamic era, "creative disruption" is the rule and Third Space attributes are a necessity. USC Annenberg continues through a wide variety of means to aggressively create, innovate —and define—the digital future.

FOMO

DISRUPTOR

SARAH BANET-WEISER

SUNDANCE

JOMO

WALLIS ANNENBERG HALL

CONSCIENCE

“Wallis Annenberg Hall opens during a USC Annenberg era of great imagination and invention...”

On a sunny day in November 2012, USC Annenberg broke ground on a visionary construction project. On schedule and less than two years later, Wallis Annenberg Hall is set for an October 1, 2014 grand opening.

The technologically transformative, 88,000-square-foot building includes highlights such as a 20,000-square-foot digitally converged media center, a four-story atrium, a three-story digital media tower and a rooftop skylight. Throughout the building, faculty and students will be able to work together in a variety of “drop-in” collaboration areas, multi-purpose rooms, meeting rooms, classrooms, open study areas, labs and a laptop lounge.

“Wallis Annenberg Hall is the incarnation of this ‘Annenberg advantage,’” USC Annenberg Dean Ernest J. Wilson III said. “All of the spaces have been

carefully designed to be connectors and not containers, to be inviting and transparent and to encourage those passing by the building to enter, to experiment, collaborate, innovate and learn.”

Wallis Annenberg Hall opens during an USC Annenberg era of great imagination and invention. In recent years, for example, the school has opened the cutting-edge Annenberg Innovation Lab; launched the popular Media, Economics and Entrepreneurship initiative; experimented with wearable computing, augmented reality and 3-D printing; identified and named the Third Space; and emphasized creative collaborations across industries and disciplines. [a](#)

PHOTOGRAPHY BY BRETT VAN ORT—JUNE 2014

NEW

NEW

NEW

...The school launched the Annenberg Innovation Lab and the Media, Economics and Entrepreneurship initiative...

BANET-WEISER AND BAY NAMED DIRECTORS



Sarah Banet-Weiser
PHOTO BY PHIL CHANNING

As of July 1, both schools at USC Annenberg entered a new era of leadership, as Professor Sarah Banet-Weiser became the director of the School of Communication, while online and broadcast journalist Willow Bay assumed directorship of the School of Journalism.

USC Annenberg Dean Ernest J. Wilson III announced the promotion of Banet-Weiser in September 2013. She takes over the post from Professor Larry Gross, who was director of Annenberg's School of Communication for more than a decade.

Banet-Weiser joined the School of Communication faculty in 1999. Her book *Authentic™: The Politics of Ambivalence in a Brand Culture* won the 2013 Outstanding Book Award from the International Communication Association. She is currently editor of the *American Quarterly*, the flagship journal of the American Studies Association.

Willow Bay was appointed director of Annenberg's School of Journalism in March 2014. She succeeds Michael Parks, who has served as interim director since April 2013.

Bay is a highly skilled journalist, author, producer, digital news editor and national broadcast and global cable television news anchor. She arrives at USC Annenberg from positions as senior editor, The Huffington Post, Los Angeles; and special correspondent and host, Bloomberg TV.

Bay's career spans start-ups and legacy enterprises alike. Her selection followed a national search across the private sector and academia.

"The breadth of Willow Bay's experiences, skills and talents is extraordinary," said Dean Wilson when announcing Bay's appointment. "Her leadership will help our innovative school aggressively continue our path of creating—and defining—the digital future." ^a

—Anne Bergman (MA, *Print Journalism*, '94)



Willow Bay
PHOTO BY MAX IGER

READ/WRITE THE WORLD

In the Annenberg Innovation Lab's Edison Project, we argue that the media and entertainment industry is experiencing its biggest changes since Thomas Edison invented the Kinetoscope. A big part of this is the "screens" we use.

Desktops yielded to laptops, laptops are yielding to mobile devices, and soon they'll yield to wearables, the Internet of Things, the connected home and the connected city. At ALL, we're prototyping stories for that future. I built "Lighthouse in the Woods," an Oculus Rift virtual reality experience. We're also building a storytelling experience for smart objects and sketching out storytelling experiences for places like the Figueroa Innovation Corridor. (See next page.)

However, as devices like Google Glass literally come between us and the world, who has "read/write access" to the world becomes crucial. If you read *Harry Potter* and then visit London, you can almost see Harry racing to Platform 9 3/4. If you read *The Hunchback of Notre Dame* and then visit Paris, you can almost hear Quasimodo ringing the bells. That's because J.K. Rowling and Victor Hugo could write books set in these locations, and those stories are evoked when we readers visit those places.

But what happens when storytelling on wearable devices becomes mainstream, and when stories are triggered at real-world locations? What if government and/or big business restricted that access? It's not unimaginable; what if such stories were legislated like graffiti? Who will have read/write access in that world? Who will determine what that future world of storytelling will be like? ^a

—Geoffrey Long
Technical Director and Research Fellow,
Annenberg Innovation Lab

INNOVATION CORRIDOR

A remarkable transformation is taking place in the heart of Los Angeles. Over the last 10 years, Downtown L.A. became vibrant as it built ties to the south, reaching USC and Exposition Park.

Now, from the Walt Disney Concert Hall to the California Science Center, a dynamic innovation corridor is just beginning to flourish, receiving a boost in May as the Los Angeles City Planning and Land Use Committee formally adopted the MyFigueroa project, allowing the area on and around that well-known street to become inclusive and more welcoming to pedestrians, transit riders, cyclists and drivers. Construction is slated to begin at the end of 2014 and finish up by end 2015.

At USC Annenberg we've long been advocating for such a transformation, with Annenberg's Dean Ernest J. Wilson III writing of the power of an interrelated "quad" of sectors: public, private, civil, and academic. Meanwhile, our faculty's research demonstrates that innovation thrives on clusters: interconnected businesses, creativity across sectors and fluid jobs.

The proposed innovation corridor taps a rich ecology of experimental media, arts and technology start-ups, education and civic institutions that already surround the area, with deep ties to the diverse communities of Los Angeles. All this innovation cluster needs now are the connections that facilitate the free flow of people and ideas. There are too few congenial places along Figueroa for innovators to meet informally, run into one another and have serendipitous conversations that spark new ideas and projects. Innovation is about flow—about informal encounters rather than formal meetings, when people can connect unexpectedly.

This has the potential to be deeply transformative for Los Angeles. As Figueroa begins to feel less like a freeway and more like a boulevard, it will foster a network of tightly woven institutions that welcome ideas—and export bold ideas to the world. From here on, Figueroa will serve as a vital artery along which Los Angeles' innovative energies can flow freely. ^a

—Prof. François Bar and John Seely Brown

*BASED ON AN OP-ED PUBLISHED IN THE LOS ANGELES TIMES

TEACHING DIVERSITY WRITE AN EMAIL

Teaching theory in media education is important, but teaching diversity in media is complicated. Despite almost-daily public criticism of content that draws on, and perpetuates, stereotypes and social discrimination, students still ask, "Why do we have to learn this?"

Instructors may believe that the material will make our students better people and therefore better media producers. However, other concerns in their early career, like colleague hierarchy and maintaining employment, may inhibit this new generation of media producers from affecting change. *What good are diversity classes if students cannot promote awareness in the workplace?*

To address this, I prompt my students to "Write an Email: If your company/client proposed this idea, how would you talk about it given what you have learned? Why is it problematic or beneficial?" This "email" critically analyzes current content, including, but not limited to, print ads, commercials, television programs, and movies, as well as web videos, tweets and hashtags; students objectively describe the content, identify relevant implications for different groups, and recommend alternatives that promote a culture of inclusivity.

Through the act of writing, students *practice* constructing clear and concise arguments that are grounded in theory, culturally aware, and professional. They understand why content may be inappropriate or offensive and can explain it to others. They suggest strategies that avoid or address potential PR crises. In the workplace, these skills can help future media contributors, creators, and consumers be successful and promote a diverse media environment.

"Write an Email." You don't always have to send it. ^a
—Charisse L'Pree Corsbie-Massay, Ph.D.
Assistant Professor of Communications, Newhouse School of Public Communications at Syracuse University; USC Annenberg Researcher, Socially Optimized Learning in Virtual Environments (SOLVE), 2006-2012

NEW

NEW

...experimented with wearable computing, augmented reality and 3-D printing; discovered the Third Space; and emphasized creative collaborations across disciplines.”

SCREEN TIME FOMO OR JOMO

In 1975 in the developed world, the average person spent 16 hours a week in front of a screen. Last year that amount increased to 47 hours. In the next three to four years we expect to see it increase to 56 hours. Even if you ignore the projection, at 47 hours we are now in front of a screen more than one-quarter of all time. And if you factor in sleep, our time in front of the screen is more than one-third of our lives.

In 1975 it was one screen in the home used on a specific time schedule—a television set. Now, households average three, or depending on how you count tablets, four screens. While television still makes up the majority of our screen time, the screen on which you watch is changing dramatically. While young people in their 20s have as much interest in television as any generation that has come before, they have less interest in watching television on a television set. Many young viewers will never own a television set and are instead watching video on smart phones, tablets, and other screens. And, they are watching in places where we never watched television before: the airplane, the car, at the dinner table or while talking to friends.

When you look at teenagers, there’s practically not a moment of their lives when they’re not in front of the screen except when they’re in school and asleep. In school, they’re not just in front of the screen during lunch recess; more than would like to admit are watching during class itself. And as far as sleep is concerned, we know that 90 percent of teenagers sleep within arm’s length of their mobile phones. When asked why they sleep next to their mobile phones, teens will easily tell you it’s their alarm clock. Many have never owned a watch or an alarm clock, and the only time they look at the clock is in school waiting for the class to end. The other reason they sleep next to their mobile phones

is FOMO (the fear of missing out); they fear that something is happening in their social lives and they won’t know about it until it’s too late. So the best remedy is to have the phone be the last thing they look at before they go to sleep the first thing they do in the morning.

In the last year or two we’ve seen some pushback to all of the screen time and technology dominating so much of our lives, a phenomenon we call “e-nuff already.” The best indication of this is a very new trend among users of technology called JOMO (the joy of missing out). For many, ironically, their time in front of a screen has come full circle, with some of us showing our status or our unhappiness with all of this technology by just turning it off. ^a

—Prof. Jeff Cole,
Director, USC Annenberg Center for the
Digital Future

EASTER EGG

```
//Begin Secret Code

<?php

$secret_code = "687474703a2f2f616e6e-
656e626572672e7573632e656475
2f656173746572656767";

$hex = hex2bin($secret_code);

print($hex);

echo "<script>window.location = '' . $hex . ''</
script>";

?>

//End Secret Code a
```

MAKING NEWS AT THE NEW YORK TIMES

Immediacy meant two different things in a newsroom that had two processes of newsworld ongoing at the same time. There was both the old world of immediacy, where breaking news meant tomorrow, and the new world of immediacy in online journalism, where immediacy meant “fresh” constant updates and where the homepage would not look the same in any way after six hours.

The print news cycle ultimately fed the homepage and the business web page with content—but generally, it took until the end of the day for the authority of print news to begin to inform how web stories would look online and what prominence they would have. By that point, most people would not be paying attention to *NYTimes.com*. By 9 p.m., when the major print stories for the day had been fully fleshed out, copy edited, and prepared, the homepage finally began to stop its immediate churn. The homepage editor, though, didn’t need any raw numbers or traffic data to have the sense that most people had long ago signed off of *NYTimes.com*, at least among readers in the United States, and that the busy focus on keeping readers on the page had long subsided. In fact, these numbers were not readily available to the web editors.

Yet by morning, the important stories from the print paper—the value-added content, the front-page stories—would be quickly washed away by stories with relatively small bits of significance. [The homepage editor] would be left with the previous night’s leftovers, some foreign stories coming in during the day, and filler stories from desks like business that were of such little significance that they might not even make the print paper.

On the other hand, we might see the website as doing quite well according to *Times* standards, despite moving so quickly. Even without the layers of editorial judgment, those charged with constantly updating the website do it well; they are trusted for their facile judgment and their competency as headline writers and copy editors, all their work done rapidly. These web editors have their own sense of traditional news norms; they do weigh the importance of each story, given the significance to readers—though in practice, this may

not always work in the quest for “fresh” content...

The compulsion to continually keep providing more content had become woven into the fabric of *NYTimes.com*; immediacy has created a system of worth, order, practice, and routine for online journalism. In this way, what journalists spoke of as “fresh,” and I conceptualize as immediacy, takes its shape as an emergent value of online journalism at the *Times*. Immediacy ordered how the majority of *Times* readers would see the newspaper’s content. What is missing from this conversation is the “why” for the focus on online updating. This had become incorporated into how web journalists understood their mission—and their sense of what was important—but other than the simple explanation that readers wanted to see what was new, there was little reflection on what made immediacy important. This further suggests that this value was emerging, as journalists had yet to define and truly reflect on its importance, beyond daily routine.

Culturally, *NYTimes.com* was not the print newspaper: there were no long meetings; multiple editors did not labor over what stories were placed where; and online moved quickly, all thanks to the imperative that more readers should see new content. Decisions were left to two people, generally, rather than a group of people debating what would be the agenda for the day. Perhaps at the end of the night, print created a pause, but during the day, a visitor to *NYTimes.com* would have no clear insight into what the “11 men and 7 women with the power to decide what was important in the world” considered the most important stories. ^a

—Nikki Usher Ph.D. '09
COURTESY OF THE AUTHOR / UNIVERSITY OF MICHIGAN PRESS

* The author spent five months during 2010 at the New York Times as a graduate student observer.



When a Southern California law enforcement department goes social, crimes are reported and community engagement rises.

PHOTOGRAPHY BY BRETT VAN ORT

Weibo Builds a Bridge

BY DANIELA GERSON

#问美国警察

USC Annenberg, Alhambra Source, and the "Chinese Twitter" Connect a City

In a conference room packed with 17 members of Chinese ethnic media and Los Angeles-based foreign correspondents, Alhambra Police Chief Mark Yokoyama announced last December that he was launching the country's first municipal Sina Weibo—or "Chinese Twitter"—account. The move was an effort in conjunction with USC Annenberg to engage the suburban Los Angeles community's large immigrant population.

L.A.-born Yokoyama was not prepared for the response. Scores of questions from Chinese-speakers from Alhambra to the Midwest to Beijing eager to better understand American policing overwhelmed him. In just five days, the account attracted more than 5,000 followers, about five times the "likes" for the Facebook account the police department had spent more than a year building.

The Weibo frenzy slowed after the first week, but interest remained strong, and within four months followers were more than 11,000.

The immediate impact is clear: Chinese or Mandarin calls to the department requiring translation increased 64 percent since launching. Police departments from New York to Seattle to Monterey Park have inquired about how to create their own accounts, the initiative won the California Police Chief's Excellence in Technology Award, and Yokoyama is convinced Weibo has transformed his force's relationship with Alhambra's Chinese immigrant population. "We're answering those questions that have probably been on the minds of people for a long time. They just didn't know how to ask or who to ask," Yokoyama said. "It tells me people have some sense of trust in at least asking the question of the police. That's the outcome that I've most enjoyed."

Weibo has proven an innovative way to fortify the city's communication infrastructure, according to Annenberg Professor Sandra Ball-Rokeach. She teamed up with Journalism



今早五点半有居民报警说有人在Ethel和Ramona附近盗车，报警后我们发现其实共有三辆车被破窗洗劫过。搜寻过程中警员逮捕了两名嫌疑人，其中一名嫌疑人是注册在案的性侵犯者，仍旧佩戴着GPS跟踪仪，之前因为案例AB109而被提前释放。不要忽视，报警警察！

6月2日 13:44 来自孔明社管理 | 举报

👍(6) | 转发(4) | 收藏 | 评论(11)

一市民在S Almansor 100号街区发现一可疑人。警察来到现场后嫌犯逃跑，他逃入S Hidalgo 300号街区的一户居民家中，然后向西向逃往Cordova。来自阿市、圣马力诺市、圣盖博市和直升机场协助。蒙市通过收音机协助。警察发现嫌犯躲藏在S Cordova 300号街区的特字内。嫌犯以数项罪名被逮捕。感谢大家的协助

5-4 10:00 Via Mac客户端

👍(11) | Forward(2) | Favorite | Comment(5)

800 Sierra Vista屋主查看监控录像发现昨日12:30pm, 小偷偷走了门口三个包裹。录像显示投递40分钟后小偷骑车路过。偷包裹后离开。小偷为一浅肤色少年, 暂无模拟像。这类案件每个月阿市都会发生三、四起。请要求快递将包裹设为签收才可投递或设立邮局信箱来减少此类案件发生。

5-2 13:00 Via 品牌微博

👍(3) | Forward(1) | Favorite | Comment(6)

圣盖博谷地区一股猖狂针对药店盗窃的案件，终于在昨晚被夜间执勤的阿市警局打开了突破口。探员们发现阿市某药店门口有可疑份子，基于之前信息的积累，今晨将一犯罪嫌疑人抓获归案。目前我们还在进行调查，届时会告知各位详情！祝各位有一个美好的夜晚，安全第一哦！

5-2 13:22 Via 品牌微博 | Report

👍(17) | Forward | Favorite | Comment(2)

Professor Michael Parks in 2008, in an effort to investigate how local news in a multiethnic community can impact civic engagement and cross linguistic and ethnic barriers. The result was *Alhambra Source*, a multilingual community news web site with more than 80 local contributors who speak 10 languages. Weibo was a serendipitous outcome of the project that resulted from bridges forged between local media, immigrant residents and policy makers. “The fact that now there is increased communication between the police and the ethnic Chinese community is critically important,” Ball-Rokeach

of the Mountain View, California Police Department. Located down the street from LinkedIn, Facebook, and Google, the agency has championed the idea that police need to embrace social media to engage with residents and promote community safety.

“We have nothing to really fear. Occasionally you get egg on your face like New York did,” Hsiung said, referring to a recent incident when the New York Police Department asked residents to pose with police officers and their initiative backfired when residents posted negative pictures instead with police arresting them that went

immigrants like himself, Yu suggested the department develop Weibo. He also offered to help make it happen, adapting his significant social media skills to help Alhambra become a presence on the Beijing-based social media site.

While immigrants once would send letters back to relatives or flock to call centers, today they tend to hold onto social media ties from their home countries. In China, unlike most of the rest of the world, the government has banned Facebook, Twitter and YouTube. “The Chinese are afraid these will become mechanisms for discontent to build and they don’t want that,” said Clayton Dube, director of Annenberg’s USC U.S.-China Institute.

But Beijing has let homegrown social media companies grow, among them two Weibo—or microblogging—firms and another one similar to the texting service Whatsapp with social attributes that is growing rapidly. “The China-based services perform two important functions,” according to Dube. “First is they give Chinese netizens tools that give them similar sort of functionality without setting them free basically. They use these as a way of moderating the public temperature....They also censor them and use them to put out their own messages.” So far, at least, Alhambra Police Department’s Weibo is not seen as worth censoring and Dube does not think it would raise concern in Beijing. “I think the Alhambra Police Department was smart to do this,” Dube said, “And I think other communities with large numbers of Chinese speaking residents of whatever nationality should be mindful that it would be of their benefit to inform residents via this tool.”

The *Alhambra Source*, Yu and the police chief developed a system for taking in questions, translating them, and sharing them with the public. Yu created an #AskAmerican-Police campaign on the Alhambra Police Department Weibo account. When questions arrive, often as many as dozens a day, Yu translates them into English and sends them to the police chief. Yokoyama responds and sends them to *Alhambra Source* staff for a copy edit. Once approved, Yu translates them back into Chinese for Weibo. He also sends the Chinese version to *Alhambra Source*, which is posted along with English and Spanish versions.

The questions come from immigrants living in the Los Angeles area, across the country, and even from people in China curious about how American policing works. One parent wrote in from Missouri, “I have an 8-year-old—may I ask if I can leave my child at home legally?” Various local

residents asked how to report incidents of fraud and stalking. And others just expressed relief to learn that they could actually call the police and not get in trouble.

“I believe sometimes people are just afraid to report to the police because of repercussions,” Yu said.

In addition, immigrant residents are learning that the role of police in the United States is different than in China. For example, the idea that police will actually help out with a noise complaint or protect a lost pet is foreign to many immigrants. “In China police don’t do anything about pets,” Yu said. “Now they actually see them helping them and they get really curious.”

Along with the dialogue, came tips, as the police realized this was a key segment of their population that could be activated to help solve crimes. When there was a faux Southern California Edison phone call scam, the police department put out a warning on Weibo. Soon people were reporting that they’d been scammed. Others reported prostitution and drug sales.

Also contributing to the success of the Weibo account was that it coincided with the police department investing in its English-language Facebook account. In the past, the city used it the same way it would use a press release, essentially a one-way fax machine to the public. Officials would post a heavily vetted, and rather dry, print report once every couple of weeks. But then the department started posting pictures, and officers were encouraged to post on Facebook. The numbers started to take off, and so did the discussions on Facebook.

For Yokoyama, the only frustration is that he still cannot be as fully integrated a part of the conversation as he would like. “On Facebook I’m there all the time, but this is the unknown,” he said, explaining the challenges of not understanding Chinese. But to residents, even if through translation, a bridge has been built to the police force. In a voluntary survey of 121 users, more than 90 percent of respondents feel better about the Alhambra police and understand the service better.

“This brings U.S. police officers’ job closer to us, and also answers our questions,” one respondent commented in Chinese, expressing a sentiment many echoed by many others.

“I wish my local police department had Weibo as well.”^a

—Daniela Gerson is Director of the USC Annenberg Civic Engagement & Journalism Initiative and editor of the *Alhambra Source*.

“Weibo is kind of a mobile community relations department. It’s a way in which new technologies can actually facilitate police community relations, particularly with hard to reach populations.”

Previous page and throughout: Screen grabs are from the Alhambra PD Weibo account.

said. “Weibo is kind of a mobile community relations department. It’s a way in which new technologies can actually facilitate police community relations, particularly with hard-to-reach populations.”

Indeed, Alhambra’s venture into Weibo added a cultural and linguistic layer to a growing trend toward social media in policing. For the past four years, the International Association of Chiefs of Police has been monitoring social media use among departments. The growth has been “exponential,” according to Senior Program Manager of Community Safety Initiatives Nancy Kolb. Word reached Kolb about the Alhambra Weibo account earlier this year. While other cities have created Twitter and Facebook accounts in Spanish, this was the first time she knew of a U.S. police department using an international social media platform to reach residents. But she does not think it will be the last, based upon how social media is growing. “There is a nexus of social media with just about everything that law enforcement does today,” Kolb said.

In many ways, police departments are following in the steps of media and private companies that were initially concerned about the ability of the masses to talk back and now are embracing it. “Just this year alone so many agencies have come on board,” said Captain Chris Hsiung

viral. “But if you’re human, transparent, people really like you. A lot of our approach mirrors private sector PR strategies. People are out there and if you’re not part of the conversation you have no control over it. But if you’re part of it you can help control it.”

When Yokoyama signed on as chief in 2011, he quickly realized that finding a way to create that sort of conversation with the Chinese population that is roughly a third of Alhambra’s population would be a challenge. More than a quarter of the city’s residents live in linguistically isolated households where no adult spoke English well. As such, the language barrier was clearly the first hurdle: Just 6 percent of his force, or 5 out of 85 sworn officers, spoke Mandarin or Cantonese. At events most of the people who came were white and Hispanic, which better reflected the demographics of the force.

The idea for the Weibo account was generated after Yokoyama read an article in *Alhambra Source* on engagement techniques to reach the Chinese community [http://www.alhambrasource.org/stories/five-ways-engage-chinese-immigrants-san-gabriel-valley]. The chief asked for a meeting with *Alhambra Source* editorial staff and the author, courts interpreter and *Alhambra Source* community contributor Walter Yu. To reach younger, more highly educated and affluent recent

ON BUILDING Annenberg Schools

BY LARRY GROSS

I have been asked to reflect on the challenges and opportunities presented by the experience of [re]designing Annenberg Schools. It is true that I am probably uniquely qualified to offer such reflections as I have been intimately involved with three separate Annenberg School building projects. The first was in the early 1980s, when the Annenberg School at Penn undertook a significant expansion of its

style, split-leveled off of the surrounding floors. Thus, the building was rife with half-flights of up- and down-stairs as one went from the outside corridors to the inner core. Needless to say, this later became a source of serious design and construction challenges in the post-Americans with Disabilities Act insistence of access for all. The center core of the building contained a two-story TV

This process was repeated 15 years later, as the school had, once again, outgrown its space, and we converted the hardly-used auditorium into two stories of offices, with a penthouse conference space.

USC's Annenberg School, designed in the early 1970s by Architectural school dean A. Quincy Jones, is an example of Mid-Century Southern California architecture, and blessedly free of split-level challenges. But it had its own special qualities that had nothing to do with academic programming, and once again, certainly no coherent relation to the activities that soon took place inside. Among its features was the near total lack of inside staircases, so that one was always going outside to climb up or downstairs, and often found oneself locked out when trying to re-enter. Over the years the building was added to, dramatically transforming the inner spaces—such as adding stairs and an elevator to the East Lobby, and fitting new offices and classrooms into interstitial spaces. Creative, but definitely confined within the parameters of an existing structure and limited by earlier decisions made without any obvious reasons [I'm not even getting into the matter of the Center for the American Experience, a short-lived project whose carcass constitutes the West wing of the school].

In stark contrast to these earlier experiences, the planning and construction of Wallis Annenberg Hall was a model of consultation and collaboration, with faculty, staff and students of the school actively involved in the analysis, planning and design of the building. The result is a building that is coherent programmatically, unlike the two original Annenberg School buildings. This building's interior instantly communicates its function as a laboratory for teaching, research and above all, interaction. The building isn't simple; it doesn't give away everything at first glance. Rather, it opens up as a narrative that one moves through, from forum to media center, to classroom, to research spaces and offices. But it continuously communicates focus and engagement, and it lives up to its goal: to serve the mission of the students, faculty and school. **a**

—Prof. Larry Gross is Vice Dean of USC Annenberg



Beginning Fall 2014, USC Annenberg will be Two Buildings Strong. In addition to Wallis Annenberg Hall (right, from June 2014) the school will also continue to use the modernist marvel (left) designed by A. Quincy Jones and constructed in 1976.

PHOTOGRAPH (LEFT) BY PHIL CHANNING
PHOTOGRAPH (RIGHT) BY JOEL ZINK

1960s-era building, and the second was a major renovation of the original school that was completed in 2000. Most recently, I was closely involved in the now happily completed planning and construction of Wallis Annenberg Hall.

The original Annenberg School buildings at Penn and USC had something important in common: the architects commissioned to build them were not provided with any sort of coherent program to guide their planning, because, in truth, there was no one available to provide such guidance. In both cases, the planning and building preceded the hiring of the faculty and the creation of the academic programs that would be housed in the building. The result, in both cases, was a certain amount, to put it generously, of architectural incoherence and confusion.

The Annenberg School at Penn was constructed as a “square donut” with a core that was, in familiar mid-century

studio, state-of-the-art circa 1950s, outfitted with studio equipment recycled from Walter Annenberg's local TV station. Above that was a two-story library and, above that, a two-story auditorium highly reminiscent of your high school, but with minimal backstage space. However, this design skimmed on classrooms, which became a problem when the Annenberg School introduced an undergraduate major, and suddenly we needed more and bigger classrooms; and it had no research space to speak of. In addition, that ever-growing reality of academic life, the computer, and its accompanying physical and human components, began to demand space. In the early 1980s, therefore, we began the process of retrofitting existing spaces and creating new ones that would suit the needs of a school far larger and different from anything understood by the original architects.

@USCAnnenberg



JULIA DENG @Julia_Deng
@USCAnnenberg I will buy you a new NEW building one day. Thank you for the best three years of my life.



JUSTIN MCANENY @JustinMcAneny
@USCAnnenberg thanks for an amazing experience while earning my #mcm online #FightOn #USCGrad



ANNALISE MANTZ @asmantz
First @USCAnnenberg announces a @googleglass class for the fall, then new j-school director @Willow_Bay. Makes me wish I wasn't graduating!



MARC BROWN @ABC7Marc
Acceptance letters to #USC went out today. Congrats to all who receive one. It will change your life, like it did mine. #FightOn



BRANCHÉ @justbranche
So blessed by the very diverse family I truly gained at @USC specifically @USCAnnenberg. Still learning so much from my peers as an alum.

@uscannenberg

WHISTLEBLOWING, JOURNALISM, SURVEILLANCE

April 8, 2014

Daniel Ellsberg joins Edward Snowden attorney Jesselyn Radack and NSA whistleblower Tom Drake for a discussion moderated by Professor Robert Scheer and broadcast on CSPAN.



“FUNNY OR DIE” TEAM VISITS STUDENTS

April 9, 2014

Fresh from President Obama's “Between Two Ferns” appearance, members of the “Funny or Die” team visit Mary Murphy's “Entertainment, Business and Media in Today's Society” class.

WATCHDOG WORKSHOP FOR INVESTIGATIVE JOURNALISM

April 11, 2014

Investigative Reporters and Editors (IRE) gathering brings journalists from around the country together to share advice and experiences.

SELDEN RING AWARD LUNCHEON

April 11, 2014

A Milwaukee Journal Sentinel team accepts their award for investigative reporting for their “Deadly Delays” series. USC Annenberg runs this prestigious, annual, juried competition.

DISTANT NEIGHBORS TO STRATEGIC PARTNERS

April 17, 2014

On the eve of the 2014 global competition, The USC Annenberg Center of Public Diplomacy poses the question: “What if the U.S. and Mexico Co-Hosted the 2026 World Cup?”

IMPACT SPRING SCREENING

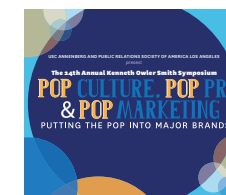
April 17, 2014

The IMPACT student producing team, led by Professor Dan Birman, present the 79th episode of the award-winning TV newsmagazine.

POP CULTURE, POP PR AND POP MARKETING

April 24, 2014

Co-hosted by the Public Relations Society of America, the 24th annual Kenneth Owler Smith Symposium features Jae Goodman of CAA Marketing and Michael Nyman of PMK/BNC.



TRUTHDIG Five-Word Webby Award Speeches

Honors accumulate for Truthdig, a news website with USC Annenberg connections. Below: Complete texts of brief speeches from Truthdig's Webby Award wins.

“You can handle the truth.”

ZUADE KAUFMAN (M.A. PRINT JOURNALISM '05), PUBLISHER
BEST POLITICAL BLOG, PEOPLE'S VOICE, 2014

“This one's for Bradley Manning.”

PETER Z. SCHEER (B.A. COMMUNICATION '04), MANAGING EDITOR
BEST POLITICAL WEBSITE, JURY, 2013

“Whistleblowing: That's a patriot act.”

ZUADE KAUFMAN (M.A. PRINT JOURNALISM '05), PUBLISHER
BEST POLITICAL BLOG, JURY, 2011

“Wall Street: What fuckin' thieves.”

PROF. ROBERT SCHEER, EDITOR-IN-CHIEF
BEST POLITICAL BLOG, JURY, 2010

“Lust for truth, not profit.”

ZUADE KAUFMAN (M.A. PRINT JOURNALISM '05), PUBLISHER
BEST POLITICAL BLOG, JURY, 2007
BEST POLITICAL BLOG, PEOPLE'S VOICE, 2007

OTHER USC ALUMNI CURRENTLY AT TRUTHDIG: JOSHUA SCHEER (B.A. COMMUNICATION '03), KASIA ANDERSON (Ph.D. CANDIDATE)



ECHOES Of *The Mexican Voice* Annenberg students brought the ambitions and activism of 1930s and '40s Mexican American student media into the digital age in the *Echoes of The Mexican Voice* class taught by Professors Félix Gutiérrez and Robert Hernandez and Specialized Journalism (The Arts) graduate student Isabel Castro-Melendez. The 10 students read magazines, newspapers and newsletters produced by youths more than 70 years ago, then used what they found to create stories and pictures for a digital magazine for today's students to learn how an earlier generation overcame obstacles to make progress through education. Senior Jasmine Torres recreated *Mexican Voice* magazine linoleum block cover pictures as photos featuring classmates. See more on the beta site: echoesofthemexicanvoice.com.

PHOTO AND COMPOSITE BY JASMINE TORRES (B.A. SOCIOLOGY '14)

POLITICAL ANALYSIS AND MEDIA

Q&A with R. Rebecca “Becki” Black Donatelli

Online pioneer R. Rebecca “Becki” Black Donatelli is a USC alumna and president of Campaign Solutions/Connell Donatelli. She served as the chief Internet consultant to both of Senator John McCain’s presidential races, and was the first person to raise political money on the Internet. We caught up with Donatelli during a recent hard-hat tour she took of Wallis Annenberg Hall.

USC ANNENBERG: Can you please share with us how you embody the Trojan Family?

R. REBECCA “BECKI” BLACK DONATELLI: My father was a graduate of USC. My stepfather was a graduate of USC. I graduated from USC. My daughter Elizabeth graduated from USC in 2004. So it's a straight line, along with two uncles and three cousins, so you could say this is the family school. Elizabeth is entering her 10th year as an on-air

DONATELLI: It is still hard. On our [Republican] side of the aisle, it's a little bit harder than the other guys [Democrats], because President Obama actually won utilizing what we do for a living. But any time there is change, it's difficult. So we are constantly evangelizing. I'd like to say everybody's now running to our doors and saying, 'Gee, I want to invest all of my media money in online advertising.' It's not the case, but it is changing, especially because of the people who went to Annenberg

“We like to think we're innovators—although I love your term, ‘The Disruptor.’”

reporter, this is her third market, and she credits it all to the actual hands-on work that she did here as an undergraduate. She took an ethics in journalism class here at Annenberg that made a big impact.

USC ANNENBERG: You have been credited with being the disruptor of an industry.

DONATELLI: We like to think we're innovators—although I love your term, 'The Disruptor.' I think I might have to adopt that. We're constantly looking at trends, and what's new, and trying to innovate and keep up with things or be a step ahead. We have taken a great pride in being the first to do things, because at my age, I'm not afraid anymore of taking chances. If it doesn't work you put it aside and do something else.

USC ANNENBERG: Was it hard to convince campaigns, at a national level or local level, to do things differently; to use online techniques?

10-15 years ago are now moving into leadership opportunities, and understanding the convergence of media and data and digital, and that it's not all about buying TV spots anymore. Thank you, Annenberg!

USC ANNENBERG: Why did you establish the R. Rebecca Donatelli Expert-in-Residence in Political Analysis and Media program, which will bring leading political analysis and media technology experts to campus to share their perceptions and knowledge with our students and faculty?

DONATELLI: Because I love USC. I think it's the finest university in the country. It has afforded me with the tools to go forth in life and succeed. That's first. Second, the idea of working with young people is exciting. Plus, there's a connection to Annenberg through Elizabeth. And, you've got an amazing Dean [Ernest J. Wilson III], whom I just connected with, and I'm overwhelmed by his willingness to enlarge the footprint here, and consider new things. 🍷

@uscannenberg

ANNENBERG INNOVATION LAB EVENING OF INNOVATION

April 23, 2014
Annenberg Innovation Lab presents final CRUNCH projects with attendees voting for who will become next year's Start-Up-In-Residence.

BUILDING U.S.-CHINA TRUST

April 24, 2014
At the Woodrow Wilson Center in Washington, D.C., a Binational Commission led by the Deans of USC Annenberg and Peking University's School of International Studies releases its report.

RELIGION, DEMOCRACY AND THE ARAB AWAKENING

April 25, 2014
Daylong conference, co-organized by Professor and Knight Chair in Media and Religion Diane Winston, brings a panoply of experts to the school to discuss the post-Arab Spring era.

CELEBRATE LARRY GROSS

May 2, 2014
Honoring the USC Annenberg Professor and Vice Dean for his dedicated service as Director of the Annenberg School of Communication.



GOOGLE GLASS MEET UP

May 6, 2014
Prof. Robert Hernandez and other USC Annenberg faculty, students and staff who are early adopters to Google Glass talk about Hernandez's Fall semester Glass app development course.



JAMES L. LOPER LECTURE IN PUBLIC SERVICE BROADCASTING

May 6, 2014
This year's event is held on the West-side and stars Guy Raz, host of NPR's popular "TED Radio Hour." Raz also speaks on campus to students.

COMMENCEMENT

May 16, 2014
A crowd of 7,500 people celebrate the nearly 1,000 USC Annenberg 2014 graduates. Music producer T Bone Burnett addresses School of Communication graduates; SCPR President and CEO Bill Davis, School of Journalism.



DEBRA L. LEE—NEW BOARD MEMBER

Chairman and Chief Executive Officer of BET Networks, a unit of Viacom Inc.

Ms. Lee oversees one of the most influential multiplatform media companies in the world, including several cable television networks, digital offerings and a home entertainment business. Named one of *The Hollywood Reporter's* 100

Most Powerful Women in Entertainment, Ms. Lee has led the company's successful reinvigorated brand and successful programming vision. Ms. Lee earned her J.D. at Harvard Law School, while simultaneously earning a master's degree in public policy from the John F. Kennedy School of Government. She graduated from Brown University with a B.A. in political science with an emphasis in Asian politics.



JOHN ZHAO—NEW BOARD MEMBER

CEO of Hony Capital, Executive Vice President of Legend Holdings Corporation

Under Mr. Zhao's leadership, Hony Capital currently manages over \$7 billion of assets and has invested in more than 70 companies domestically and abroad.

Prior to launching Hony Capital, Mr. Zhao held a number of senior management positions in U.S. companies. He was

Managing Partner at eGarden Ventures, Chairman and CEO of Infolio Inc. and Vadem Inc., VP and GM at US Robotics Inc. and R&D Director at Shure Brothers, Inc.

Mr. Zhao holds an MBA degree from the Kellogg School of Management at Northwestern University, dual master's degrees in electrical engineering and physics from Northern Illinois University, and a bachelor's degree in physics from Nanjing University.



MICHAEL NYMAN—NEW BOARD MEMBER

Chairman and CEO of PMK*BNC

As the head of one of the largest and most influential communications, marketing and consultancy firms in the world of popular culture and entertainment, Mr. Nyman has established himself as a leading authority on bridging the worlds of entertainment and brands.

Nyman, a 25-year veteran, led the historic merger of his previous firm, Bragman Nyman Cafarelli (BNC), with the renowned entertainment publicity power PMK, in the fall of 2009. Today, he is responsible for operating and charting the future course for the 250-person/\$125 million gross billing firm, with a roster of more than 800 entertainment and Fortune 500 clients, across three offices in Los Angeles, New York and London. He holds a B.A. from USC.

USC ANNENBERG ADMINISTRATION

- Ernest J. Wilson III, *Dean*
- Larry Gross, *Vice Dean*
- Phil Seib, *Vice Dean*
- Sarah Banet-Weiser, *Director, School of Communication*
- Willow Bay, *Director, School of Journalism*

BOARD OF COUNCILORS

William Elkus, Chair	Toni Erikson Knight	Michael Nyman	Jeffrey Smulyan
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Frank H. Cruz	Janice Marinelli	Wellen Sham	John F. Cooke, <i>Chair Emeritus</i>
Mark Greenberg	Jarl Mohn	William Simon	Ronald L. Olson, <i>Founding Chair</i>
	Marc Nathanson		



Bill Owen



Dennis Neil Jones



Mark Kariya



Ellen Plotkin Mulholland



Bich Ngoc Cao

Bill Owen (B.A. Telecommunications '53) is the author of *Dropping Names, 60 Plus Years of Broadcasting Memories*, tracing his career from KUSC-FM to his 30 years at ABC New York. He is also the author of other books, such as *All Those Things My Teacher Never Told Me*, *The Over 60 Trivia Book*, *Runners-up*, *Bridesmaids*, and *Second Bananas*, as well as co-author of the first encyclopedia of radio programs, *The Big Broadcast*.

Dennis Neil Jones (B.A. Public Relations '76, M.P.A. '78) was named a 2014 Southern California Super Lawyer by *Law & Politics* for his expertise in insurance law. This is the seventh year he has been named to this prestigious list.

Mark Kariya (B.A. Journalism '78) was named the recipient of The American Motorcyclist Association's 2013 Media Award at the annual AMA Championship Banquet in Columbus, Ohio on January 18.

Mike Huckman (B.A. Broadcast Journalism '83), award-winning journalist and former CNBC Life Sciences Reporter, was appointed chief strategist at Pure Communications, Inc.

Kevin Kirk (B.A. Communication Arts & Sciences '83) was recently promoted to Director of Freestyle Sales for the Western United States by The Coca-Cola Company.

Steven Travers (B.A. Communication Arts & Sciences '83) has published a new book titled *The Duke, The Longhorns*, and *Chairman Mao: John Wayne's Political Odyssey*.

Ellen Plotkin Mulholland (B.A. Print Journalism & English '85) recently published a young adult novel called *Birds on a Wire*, which follows 72 hours in the lives of three best friends before they embark on their senior year of high school. Read more about Ellen at thisgirlclimbstrees.weebly.com.

James Davenport (B.A. Communication Arts & Sciences '90) was recently inducted into the St. Francis High School Athletic Hall of Fame for Baseball; he was a member of the Trojan Baseball team from '88 to '89. He is currently the Director of Business Development, Hosting & Cloud, at AT&T.

David Sweet (M.A. Print Journalism '90) was named Editorial Coordinator of three magazines at JWC Media outside of Chicago.

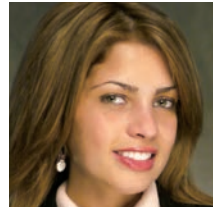
Cathy L. Hue (B.A. Broadcast Journalism '00), formerly Cathy Truong, is segment producer on a brand new docu-series for the E! Network, "Society X with Laura Ling." The pilot episode on Designer Drugs aired in the fall. Previously, Hue has produced for award-winning shows including "SoCal Connected" (KCET), Current TV and Channel One Network. She is a freelance journalist and founder of Our Story Productions.

Bich Ngoc Cao (B.A. Print Journalism & Political Science '04), digital marketing director at Harvest Records, was appointed to the Board of Library Commissioners by Los Angeles Mayor Eric Garcetti and serves as the board's vice president.

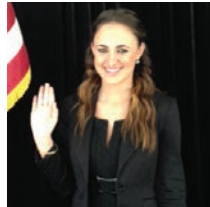
Erin Coscarelli (B.A. Broadcast Journalism '06) is working as an on-air anchor and sports reporter for Comcast SportsNet Bay Area, an NBC Regional Network.

Lindsay Miller (B.A. Print Journalism '06) is the creator and host of PopSugar's new interview series, "In Her World," which showcases inspiring women and the personal passions behind their success stories.

Clint Schaff (M.A. Communication Management '07) recently became the U.S. General Manager of Dare, a global creative digital agency and was also named a 2014 New Leaders Council Fellow.



Breanna M. Cardwell



Anastasia Alen



Claire Spera



Katharine Azar



Susana Bautista



Krista Daly

Breanna M. Cardwell (B.A. Journalism and Communications '08) was named Communications Officer at The California Wellness Foundation. Breanna received her MPPA from California Lutheran University.

Anastasia Alen (B.A. Communication '10) was sworn into the California State Bar and the U.S. District Court for the Central District of California on Dec. 4, 2013.

Claire Spera (M.A. Specialized Journalism '10) was recently named publicity coordinator for the University of Texas at Austin Butler School of Music, where her first project was organizing publicity for the 10-day Menuhin International Competition for Young Violinists, which came to North America for the first time in its 30-year history. She continues to write dance and theater reviews for Austin's daily paper, the *Austin American-Statesman*, and is a contributing writer for *Arts + Culture Texas Magazine*.

Katharine Azar (MPD '10) married Behtash Azar (Architecture '05) in Newport Beach, Calif. In addition, Kate is now an Account Executive at issue advocacy firm, Griffin|Schein.

Kamala Kirk (B.A. Communication '11) recently joined E! Entertainment as Writer/Editor for E! Shows.

Susana Bautista (PH.D '12) is the author of a new book, *Museums in the Digital Age: Changing Meanings of Place, Community, and Culture*—see excerpt below, Bautista has also been named the interim deputy director of the USC Pacific Asia Museum.

Krista Daly (M.A. Specialized Journalism '13) is a staff writer for the *Imperial Valley Press* in El Centro, Calif. As a county reporter, her wide-ranging beat takes her from government to health to renewable energy to community events.

book excerpt

MUSEUMS In the Digital Age

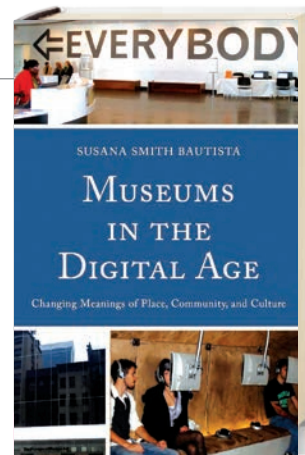
Museums' attention to their visitors reached a peak in the late 20th century with the new museology and the populist trend. The field of visitor studies continues strong, with museums still commissioning and conducting studies that provide detailed information on both physical and online visitor demographics, behavior patterns and affinities.

Aside from the more traditional surveys and focus groups, museums are adopting new practices for online analysis such as data mining and Web analytics, including geo-informational data mining that tracks location. Museums are also maintaining strong connections with their local communities through public programming, institutional partnerships and school programs. Technology facilitates all of these activities... even serving to create new global communities and affinity groups through social media. Ironically, however, there are dangers associated with these ostensibly positive activities. One risk arises when museums stereotype visitors in order to better understand their broad community by breaking it down into

more manageable types of personality, activities and interest. This stereotyping leads to narrowcasting, a practice common in the advertising industry that directly targets select audiences, as opposed to the older form of broadcasting (television, radio, newspapers) that indiscriminately targets the masses.

An effort to personalize the masses is not dangerous by itself, nor is the museum's increased focus on visitor affinities such as film, photography, social events and curatorial talks. The problem is that visitors are being defined by their demographic background and their past behavior, which museums and advertisers alike use to predict future behavior.

—Susana Smith Bautista, Ph.D '12
Courtesy Altamira Press



USC Annenberg Day of Service: Alumni participated in a campus scavenger hunt and mock interviews with students from HYPE Los Angeles, a local non-profit, as part of the USC Alumni Association Day of Service.



USC Annenberg Graduate Alumni & Student Brunch: More than 100 attendees enjoy a meal and panel discussion



Homecoming Weekend: Alumnus Christen Lazarchek ('13) and Brynn Dragesku ('13), take a selfie while touring Wallis Annenberg Hall.



James L. Loper Lecture in Public Service Broadcasting: Guy Raz, host of NPR's popular "TED Radio Hour", in conversation with USC Annenberg Professor Judy Muller.

USC ANNENBERG ALUMNI IN ACTION

If you are interested in becoming more involved with USC Annenberg, want to update your contact information, or have any questions, please visit us online at www.annenbergalumni.com or e-mail ascalums@usc.edu.



USC Annenberg Coast to Coast Tour / New York: Prof. Dan Durbin, right, speaks with David Neal ('78), Executive Producer, Fox Sports Super Bowl Week Programs.



Annenberg Advantage Mentoring Program: More than 90 alumni participated during the 2013-2014 school year. Here, mentor Tom McClusky ('85) meets with mentee Ru Nan ('14).