



USC ANNENBERG
Undergraduate
Orientation
2010-2011

ORIENTATION 2010-2011

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Annenberg School for Communication & Journalism

DEAN'S WELCOME



A Message from Dean Ernest J. Wilson III

Welcome to the Annenberg School for Communication & Journalism!

As you will soon discover, USC Annenberg is known across campus and around the world for our ideas, innovation, collaboration, entrepreneurial spirit and leadership.

As an Annenberg student, you will learn that there is almost nothing in society that doesn't involve communication—it is at the heart of all the new technology that has shaped our lives, and it is critical to our democracy.

This is a particularly exciting time to be a student of communication, journalism or public relations. Now more than ever these disciplines are brimming with possibilities and need leaders and innovators who will shape the fields of the future.

I hope you immerse yourself in your studies here, exploring all the academic avenues open to you. You not only will learn to evaluate, analyze and apply what you have learned in broad areas of communication, but you will have opportunities to become expert collaborators and researchers, critical thinkers and interdisciplinary scholars. We want all our students to become literate in economics, new media, participatory cultures, multicultural studies and more.

Annenberg's faculty is among the best in the world, and they are dedicated to teaching you, the next generation of communication leaders.

Through participation in internship opportunities and Annenberg's student organizations, you will develop your networking skills and broaden your thinking. Our international programs are outstanding, designed to open doors to global communication and understanding so critical in today's world. I hope that you will be able to take advantage of these exciting opportunities, and I encourage you to join the many USC faculty members and students who participate in programs in the diverse and vibrant communities around campus.

The exciting courses, cutting-edge research, and atmosphere of achievement present at USC Annenberg all add up to an undergraduate education that is second to none.

I am pleased that you have joined us, and I look forward to seeing your accomplishments.

Best wishes,

A handwritten signature in blue ink that reads "Ernest J. Wilson III". The signature is fluid and cursive, with a long horizontal line extending to the right.

Ernest J. Wilson III, Ph.D.

Dean and Walter Annenberg Chair in Communication

USC Academic Units

The College of Letters, Arts and Sciences

The College of Letters, Arts and Sciences offers undergraduate, graduate and doctoral degrees in over 30 academic departments. These range from sciences and social sciences, to civic and cultural studies, to international and language studies.

Professional Schools

USC's 17 professional schools provide a diverse array of academic offerings to USC students. Undergraduates can design degrees from 84 majors and 85 minors. Master's, doctoral and professional students can study in over 300 different programs.

- Leventhal School of Accounting
- School of Architecture
- Marshall School of Business
- School of Cinematic Arts
- Leonard Davis School of Gerontology
- School of Social Work
- Rossier School of Education
- Viterbi School of Engineering
- Roski School of Fine Arts
- Gould School of Law
- Keck School of Medicine
- Thornton School of Music
- **Annenberg School for Communication & Journalism**
- School of Pharmacy
- School of Policy, Planning and Development
- Herman Ostrow School of Dentistry
- School of Theatre

Annenberg School for Communication & Journalism

The Annenberg School for Communication & Journalism at the University of Southern California was founded in 1971 with generous support from Ambassador Walter H. Annenberg. In 1994, two of USC's related academic departments—Communication Arts & Sciences and Journalism—merged with the Annenberg School, creating two distinct academic units within USC Annenberg: the School of Communication and the School of Journalism.

Today, with more than 80 full-time faculty members, more than 2,200 undergraduate and graduate students, and dozens of research and public interest projects and programs, USC Annenberg has become a center for discussion among scholars and professionals in journalism, communication, public policy, media and education.

Mission Statement

Every human advancement or reversal can be understood through communication. The right to free communication carries with it the responsibility to respect the dignity of others, and this must be recognized as irreversible. Educating students to communicate this message effectively and to be of service to all people is the enduring mission of this school.

Undergraduate Advisement and Academic Services



*Front Row (L-R): Maryann Wu, Annie Mateen
 Middle Row (L-R): Ian Keil, Cindy Martinez, Sonya Black-Williams
 Top Row (L-R): Sarah Holdren, JaBari Brown*

Mission Statement

In the pursuit of excellence, Annenberg Undergraduate Advisement and Academic Services encourages personal, professional and academic growth by facilitating partnerships with students, promoting community involvement, and integrating the various aspects of Trojan life, while providing outstanding service.

Undergraduate Advisement and Academic Services Staff

<p>Cindy Martinez Director cynthiam@usc.edu</p>	<p>Maryann Wu Assistant Director maryann@usc.edu</p>	<p>Sonya Black-Williams Administrative Assistant sonyabla@usc.edu</p>
<p>Annie Mateen Associate Director mateen@usc.edu</p>	<p>Sarah Holdren Academic Adviser sholdren@usc.edu</p>	<p>Advisement & Academic Services Main Desk ASC 140 (off the East Lobby) Phone: (213) 740-0900 Fax: (213) 740-8036 E-mail: commadv@usc.edu Website: annenberg.usc.edu/undergraduate</p>
<p>JaBari Brown Assistant Director jabarirb@usc.edu</p>	<p>Ian Keil Academic Adviser ikeil@usc.edu</p>	

ACADEMIC EXPECTATIONS PRESENTATION

USC ANNENBERG SCHOOL FOR
COMMUNICATION & JOURNALISM

School of Communication
School of Journalism

Orientation 2010-2011



Orientation Materials

- USC Catalogue
- SCampus
- Communication/Journalism Booklet
 - Academic Expectations
 - Annenberg and USC resources

Degree Requirements

- Overall Unit Requirement
 - 128 semester unit minimum
- USC Core Curriculum
 - 6 General Education (G.E.) courses
 - 2 Writing courses (WRIT 140 and WRIT 340)
 - Diversity
 - Third semester proficiency in a foreign language
- Majors
 - Communication (48 units)
 - Journalism (44 units)
- Electives

General Education Requirements

- G.E. I: Western Cultures and Traditions
- G.E. II: Global Cultures and Traditions
- G.E. III: Scientific Inquiry
- G.E. IV: Science and its Significance*
- G.E. V: Arts and Letters
- G.E. VI: Social Issues * (taken with WRIT 140)

* Non-transferable to USC

AP Credit

• AP (G.E. Credit)

- 4 units earned for most AP exams with a score of 4 or 5.
- G.E. I & III can be satisfied with a 4 or 5 on the following exams:
 - G.E. I: Art History or European History
 - G.E. III: Biology, Chemistry or Physics

• AP (Foreign Language)

- Students who earn a 4 or 5 on the modern foreign language, literature or culture exams (spring 2007 or later) will have fulfilled their third-semester foreign language requirement.

- | | |
|--------------------------------|---------------------------------|
| • Chinese Language and Culture | • Italian Language and Culture |
| • French Language | • Japanese Language and Culture |
| • French Literature | • Spanish Language |
| • German Language | • Spanish Literature |

Note: Most AP exams taken before spring 2009 with a score of 3 will also earn elective units.

IB Credit

• IB (International Baccalaureate)

- USC grants either (1) 20 units for IB diploma with a score of 30 or higher OR (2) 6 units of credit for each score of 5, 6 or 7 on higher level exams, up to four exams, whichever is higher.
 - G.E. I: History: Europe
 - G.E. II: Islamic History, History: East and South East Asia and Oceania, History: Africa, or History: South Asia, the Middle East and North Africa (*if taken Spring 2008 or later*)
 - G.E. III: Biology, Chemistry or Physics

• Restrictions on both AP and IB credit

- Writing requirement may **not** be waived by AP or IB exams
- A maximum of 32 units may be earned through AP, IB and college course work (a maximum of 16 of these units can be from college course work taken during high school)

Placement Exams

- **Foreign Language**

- All majors should take the foreign language placement exam if they plan to continue studying the same language they studied in high school or their transfer institution.

- Foreign language results are valid for one year. The test may be re-taken every six months.

- **Math**

- The math exam is **not** required for communication and journalism, majors, unless they pursue a double major or minor which requires it.

Communication Major

- **48 Communication Units**

- Required Core and Methods Courses (24 units)

- Upper Division Electives (24 units)

- One 400-level Upper Division Elective (excluding COMM 443, 490, 494, 499 and cross-listed courses)

- Major Emphasis Areas

- Media, Law and Politics

- Organizational and Interpersonal Communication

- Communication and Culture

- Entertainment, Communication and Society

➤ May concentrate electives in one emphasis or choose from multiple areas.

➤ Emphasis areas are not official and do not appear on your transcript or diploma. They are merely a way to help you focus your studies.

Journalism Major

- **Journalism Majors (44 units)**

- Broadcast and Digital Journalism

- Print and Digital Journalism

- Public Relations

- **Journalism Major Requirements**

- Minimum grade for a journalism class is a C-

- Grammar, Punctuation and Spelling Examination (GPSE)

- Standard exam taken by all journalism majors enrolled in journalism 202/203 newswriting courses

Academic Policies

- **GPA Requirement**

- Minimum GPA of 2.0 overall **and** upper division major course work

- **Subject Requirement**

- Minimum grade for subject credit is D-
(excludes journalism courses for majors)

Academic Integrity

- **Student, Professor and University Share Responsibility**

- **Possible Consequences**

- "F" in the course
- Permanent notation on transcript
- Dismissal from Annenberg
- Suspension or expulsion from USC

- **Information can be found:**

- USC SCampus
- Student Judicial Affairs and Community Standards (SJACS)
www.usc.edu/student-affairs/SJACS

Pass/No Pass Option

- **Pass/No Pass Grading Option**

- Pass/No Pass grades do **not** factor into GPA.
- No more than 24 units of pass/no pass allowed.
- Students must earn a C- or above to pass the course. Grades of D+ or below receive a no pass.

- **What may be taken Pass/No Pass?**

- **YES:**
 - One G.E. from Categories I – VI
 - Foreign Language
 - Diversity
 - General Electives
- **NO:**
 - Major courses
 - Minor courses
 - Writing requirements

Residency Policy

- Once a student matriculates to USC, no transfer work will be accepted toward G.E., writing or major/minor requirements.
- Once a student matriculates to USC, only foreign language, diversity and elective courses can be taken outside of USC.
- Transfer work in summer only.
- Maximum of 64 units can be transferred to USC.
- Once junior standing (64 units), only 8 transfer units allowed.

Academic Advising

- **Mandatory Advising**
 - Advisement Sheet and Course Plan
 - Required each semester for all majors. E-mail notification.
 - Know who your assigned advisor is when scheduling your appointment.
 - Be prepared. Review the schedule of classes and STARS report.
- **myUSC (my.usc.edu)**
 - OASIS (Online Academic Student Information System)
 - STARS (Student Academic Records System) on OASIS
 - An unofficial degree audit which reflects the students' academic progress towards graduation with declared programs of study.
 - Annenberg Tab and Facebook
 - Web Registration

Get Involved

See orientation booklet, pages 39-41 for complete list.

Study Abroad

See orientation booklet, pages 19-21 for complete list.

Career Development

- Job/Internship Information
- ASCJOBNET
- One-on-One Counseling Sessions
- Career Fairs
- Careers In
- Mentor Program
- Information Workshops
- Who to contact:
 - **Tim Burgess:** tburgess@usc.edu
 - **Suzanne Alcantara:** suzannea@usc.edu
 - **Megan Hutaff:** meganh@usc.edu

Tips for Success

- Attend class regularly and ask questions
- Get to know the faculty
- Utilize Annenberg & USC resources
- Become familiar with university policies and procedures - **know the Catalogue**
- Practice good time management
- Don't take "street" advice
- Reapply for financial aid on time
- Center for Academic Support:
<http://sait.usc.edu/academicsupport/centerprograms/scp>

What's Next?

- Advising and Registration
- If time permits, review course descriptions and select courses of interest.
- Talk to your parents about tuition refund insurance.
- New Student Welcome



ACADEMIC POLICIES

ACADEMIC INTEGRITY

Students share responsibility for maintaining standards of academic performance and classroom conduct conducive to the learning process. It is the responsibility of the student to uphold the academic integrity of the university. Cheating on examinations, plagiarism, improper acknowledgment of sources in essays, and the use of a single essay in more than one course are considered *very* serious offenses and shall be grounds for disciplinary action, including, but not limited to, dismissal from the school.

CLASS ATTENDANCE

Please be sure to attend the first class meetings of your Annenberg classes or the instructors may drop you from their classes. The Annenberg School for Communication & Journalism adheres to the university policy, which states that “an instructor may replace any student who without prior consent does not attend the first two class sessions, or the first class session of the semester for once-a-week classes. It is then the student’s responsibility to withdraw officially from the course through the Registration Department” (http://www.usc.edu/academics/classes/term_20103/reg_info/).

GRADING

Those who fall below a 2.0 GPA will receive additional counseling from faculty and the advisement staff. Students are required to maintain a minimum 2.0 cumulative USC GPA and a 2.0 upper division major GPA. Please note that students must have a minimum 2.0 grade point average to graduate from the university.

CREDIT FOR INTERNSHIPS

If you’re looking for internship courses, here are four you can try: COMM 205 Communication Practicum (2 units), BUAD 495 Practicum in Business Issues (2 units), MDA 250 Internship for Liberal Arts: Work and Career—Theory and Practice (1-2 units), or JOUR 090x Internships in the Media (1 unit; JOUR Majors only).

ACADEMIC ACCOMMODATIONS

Any students requesting academic accommodations based on a disability are required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DPS when adequate documentation is filed. Please be sure the letter is delivered to the professor as early in the semester as possible. DSP is open Monday through Friday, 8:30 a.m.-5 p.m. in Student Union 301. Their phone number is (213) 740-0776.

AUDITED COURSES

Students may elect to audit courses during the first three weeks of the semester or third week equivalency for any session that is scheduled for less than 15 weeks. A course taken for audit (V) will be assessed at the current tuition rate. A course for audit (V) will not receive credit and will not appear on the USC transcript or grade report. A course taken for audit is not included in enrollment purposes of receiving financial aid. Under no circumstances will the university allow a petition to request to change the registration status of a course from a letter grade or credit to audit (V) or vice versa after the third week of a given semester or the third week equivalency for any session that is scheduled for less than 15 weeks. The Annenberg School for Communication & Journalism does not allow its majors or minors to audit communication or journalism classes for their major or minor. If you have any further questions regarding academic policies, please call (213) 740-0900 to speak with an adviser.

TRANSFER COURSE WORK AND GRADING POLICIES

TRANSFER CREDIT

Before taking courses at another college, go to OASIS and click on “Request for Pre-approval to transfer course work to USC” to complete the online pre-approval process. If the online pre-approval process is not available, submit a Transfer Course Work Pre-Approval form (http://www.usc.edu/dept/ARR/private/forms/articulation_documents/PreApproval_Form_rev_608.pdf) to Degree Progress in JHH 010. Keep a copy for your records. Once they have approved the course(s) you plan to take, contact that school and register. When you have completed the course(s), you have two options: first, have the college send an official transcript to the USC Degree Progress Office; second, have the college mail you an official transcript, do not open it, and hand deliver it to the USC Degree Progress Office. Once Degree Progress has received your official transcript, have them update your transfer credit statement. To see if a course will transfer, please visit the Articulation website: www.usc.edu/articulation. Please note that you may take course work outside of USC in the summer only. The Annenberg School for Communication & Journalism does not accept major course work from another school. You may transfer a maximum of 64 units to USC. Once you reach junior standing (64 units combined USC and transfer course work), you may transfer a maximum of eight additional units to USC.

GRADES OF INCOMPLETE (IN)

Conditions for Removing a Grade of Incomplete:

If an Incomplete (IN) is assigned as the student's grade, the instructor will fill out the Incomplete Completion form which will specify to the student and the department the work remaining to be done, the procedures for its completion, the grade in the course to date and the weight to be assigned to the work remaining to be done when computing the final grade. A student may remove the IN by completing only the portion of required work not finished as a result of documented illness or emergency occurring after the 12th week of the semester. Previously graded work may not be repeated for credit. It is not possible to remove an IN by re-registering for the course, even within the designated time.

Time Limit for Removal of an Incomplete:

One calendar year is allowed to remove an IN. Individual academic units may have more stringent policies regarding these time limits. If the IN is not removed within the designated time, the course is considered "lapsed," the grade is changed to an IX and it will be calculated into the grade point average as 0 points. Courses offered on a credit/no credit basis or taken on a pass/no pass basis for which a mark of IN is assigned will be lapsed with a mark of NC or NP and will not be calculated into the grade point average.

MISSING GRADES (MG)

Marks of MG must be resolved before a degree or certificate will be awarded. If a student wishes to graduate and chooses not to resolve the mark(s) of MG, the mark(s) will be defaulted to mark(s) of UW.

Time Limit for Resolution of a Missing Grade

One calendar year is allowed to remove an MG. If an MG is not removed within one year, the grade is changed to UW and it will be calculated into the grade point average as 0 grade points.

PASS/NO PASS GRADED WORK

A maximum of 24 units of undergraduate course work taken on a Pass/No Pass (P/NP) basis may be used toward an undergraduate degree and a maximum of four of these 24 units may be applied to the general education requirements. Course work required for a major or minor may not be taken on a P/NP basis.

The minimum passing grade for a P/NP class is a C-. The Annenberg School for Communication & Journalism does not allow its majors or minors to take its major or minor courses on a P/NP basis.

During the first three weeks of the semester (or the third week equivalent for any session that is scheduled for less than 15 weeks), students may elect to take a course numbered below 500 on a P/NP basis. Students should consult their academic adviser before enrolling in any course on a P/NP basis. This enrollment option is available via web registration.

Source: University of Southern California Catalogue: <http://www.usc.edu/dept/publications/cat2009/>

ADVANCED PLACEMENT

USC awards 4 units of elective credit for most AP examinations taken Spring 2009 or later with a score of 4 or 5. (Most AP tests taken before Spring 2009 with a score of 3 will also earn elective units.)

Test scores of 4 or 5 on certain tests can fulfill General Education (G.E.) requirements, and scores of 4 or 5 on modern language or literature exams taken in spring 2007 or later will satisfy the third-semester foreign language requirement, which applies to many USC undergraduate majors. In addition, some departments may use scores of 4 or 5 for placement purposes and/or to waive certain requirements. Each admitted student will receive a Transfer Credit Report from Degree Progress indicating unit, G.E. and foreign language credit for AP exam scores.

A maximum of 32 units will be granted for AP exam credit. Students may not receive credit for both an AP exam and a college course taken before high school graduation covering the same subject matter, nor for an AP and an IB exam covering the same subject matter. AP exams do not earn course equivalence.

Note: To have your AP scores sent to USC, please contact the College Board at (888) CALL-4-AP or go to www.collegeboard.com and have your scores sent to the University of Southern California. To avoid possible delays, please be sure that College Board includes your social security number when sending your scores.

Name of AP Examination	G. E. Credit or Three Semester Language Requirement (with scores of 4 or 5)	Units Granted
Art (History)	Western Cultures & Traditions (Category I)	4 sem. units
Art (Studio: Drawing)	None	4 sem. units
Art (Studio: 2D)	None	4 sem. units
Art (Studio: 3D)	None	4 sem. units
Biology	Scientific Inquiry (Category III)	4 sem. units
Chemistry	Scientific Inquiry (Category III)	4 sem. units
Chinese Language & Culture	Foreign language requirement	4 sem. units
Computer Science (A) or (AB) No credit if taken before Spring 1999. Score of 4 or 5 required before Spring 2009. Maximum of 4 units for Computer Science A and AB.	None	4 sem. units
Economics (Micro)	None	4 sem. units
Economics (Macro)	None	4 sem. units
English (Lang. & Comp.)	None	4 sem. units
English (Lit. & Comp)	None	4 sem. units
Environmental Science	None	4 sem. units

French (Language)	Foreign language requirement	4 sem. units
French (Literature)	Foreign language requirement	4 sem. units
German (Language)	Foreign language requirement	4 sem. units
Govt. & Pol. (United States)	None	4 sem. units
Govt. & Pol. (Comparative)	None	4 sem. units
History (United States)	None	4 sem. units
History (European)	Western Cultures & Traditions (Category I)	4 sem. units
History (World)	None	4 sem. units
Human Geography	None	4 sem. units
Italian (Language & Culture)	Foreign language requirement	4 sem. units
Japanese Language & Culture	Foreign language requirement	4 sem. units
Latin Literature	None	4 sem. units
Latin (Vergil)	None	4 sem. units
Mathematics (AB) *not AB subscore*	None	4 sem. units
Mathematics (BC)	None	4 sem. units
Music (Literature)	None	4 sem. units
Music (Theory)	None	4 sem. units
Physics (B)	Scientific Inquiry (Category III)	4 sem. units
Physics (C-Mechanics)	Scientific Inquiry (Category III)	4 sem. units
Physics (C-Electricity/Magnet)	Scientific Inquiry (Category III)	4 sem. units
Psychology	None	4 sem. units
Spanish (Language)	Foreign language requirement	4 sem. units
Spanish (Literature)	Foreign language requirement	4 sem. units
Statistics	None	4 sem. units

INTERNATIONAL BACCALAUREATE

Background: The International Baccalaureate (IB) program was established to serve the needs of secondary students who move between the educational systems of different countries. The program provides an internationally recognized school-leaving certificate that is not tied to any one country's educational system.

Content and Grading: The very rigorous IB liberal arts and sciences curriculum is divided into "Higher Level" and "Standard Level" subjects. An IB Diploma candidate must take three subjects at each level. A Higher Level syllabus involves two years of secondary school preparation of approximately five class hours a week; a Standard Level syllabus requires about half this preparation time. Each IB test is given a numeric score of 1 (lowest) to 7 (highest).

USC Policy: USC believes that students who earn the IB diploma are well prepared for university studies. The especially rigorous nature of the IB program is factored in the evaluation for admission, in much the same way that AP courses are treated.

USC grants either (1) 20 units of credit to students who earn the International Baccalaureate Diploma with a score of 30 or higher or (2) 6 semester units of credit for each score of 5, 6 or 7 on the IB Higher Level exams, up to a maximum of four exams, whichever is higher. No credit is earned for the Standard Level exams. Advanced Placement (AP) credit can be earned in addition to IB credit for a maximum of 32 units. However, credit cannot be earned for AP and IB exams on the same topic.

Transfer credit: Elective credit is awarded by the Articulation Office upon receipt of official IB scores. In addition, the following IB exams fulfill USC subject requirements:

History: Europe	GE Category I (Western Cultures and Traditions)
Islamic History History: East and South East Asia and Oceania History: Africa History: South Asia, the Middle East and North Africa	GE Category II (Global Cultures and Traditions) <i>if taken Spring 2008 or later</i>
Biology, Chemistry or Physics	GE Category III (Scientific Inquiry)

Some departments may use IB scores for placement purposes, such as waiving a course prerequisite. Also, the student's major department may use IB scores to waive certain degree requirements. Contact your academic adviser for assistance.

Students should ask the IB organization to send their scores directly to:

Edwenna Werner, Articulation Officer
University of Southern California
601 Exposition Blvd., REG 208
Los Angeles, CA 90089-0912

Please follow the instructions at: <http://www.ibo.org/iba/transcripts/index.cfm>

PLACEMENT EXAMS

Foreign Language Placement Exam:

The foreign language placement tests offered by the Testing Bureau include:

- FRENCH
- GERMAN
- JAPANESE
- KOREAN
- MANDARIN CHINESE
- LATIN
- RUSSIAN
- SPANISH

For all other languages, please contact the Language Center at (213) 740-1188, Taper Hall Building 309

The tests are one and a half hours, multiple-choice exams, some including a listening comprehension section.

On the basis of the results of the test, placement will be into the first, second or third semester of the language, or with a high enough score, out of the third semester requirement.

The language results are valid for a period of one year following the test date. The test may not be repeated for a period of six months. Students must attempt the entire test in order to receive a placement slip.

Math Placement Exam:

The math exam is intended for students who have not taken any college mathematics and want to take mathematics at USC. The test is sixty minutes long and contains 40 questions. The topics covered {with Mastery Scores} are:

1. Rational Expressions {3}
2. Exponents and Radicals {4}
3. Linear Equations, Inequalities and Absolute Values {4}
4. Polynomials and Polynomial Functions {4}
5. Functions {4}
6. Trigonometry {3}
7. Logarithmic and Exponential Functions, and {3}
8. Word Problems {3}

The policy on repetition is a first administration, followed by once during pre-registration, and finally after one semester.

For dates & locations of placement tests, visit: http://sait.usc.edu/testing_bureau/placement_dates.asp

SAMPLE FIRST SEMESTER SCHEDULE FOR FRESHMEN STUDENTS

<i>Communication (COMM)</i>	<i>Journalism (BRDJ, PRDJ & PREL)</i>
G.E. Category V (4 units) G.E. Category I-IV (4 units) COMM Core (200 or 203) (4 units) Foreign Language or G.E. Category I-IV (4 units) JOUR 190 or ELE 207 (2 units) – <i>optional</i>	WRIT 140 (4 units) G.E. Category VI (4 units) G.E. Category I-IV (4 units) Foreign Language or G.E. Category I-IV (4 units) JOUR 190 or ELE 207 (2 units) – <i>optional</i>
16 – 18 units	16 – 18 units

SAMPLE FIRST SEMESTER SCHEDULE FOR TRANSFER STUDENTS

<i>Communication (COMM)</i>	<i>Broadcast and Digital Journalism (BRDJ)</i>
G.E. Category IV or VI (4 units) Foreign Language or G.E. (4 units) COMM Core (200, 201, 202, 203 or 206) (4 units) COMM Methods (204 or 322) (4 units) 2-unit elective – <i>optional</i>	Foreign Language or G.E. Category IV or VI (4 units) JOUR 201 (4 units) JOUR 202 (3 units) JOUR 203 (3 units) 2-unit elective
16 – 18 units	16 units

<i>Print and Digital Journalism (PRDJ)</i>	<i>Public Relations (PREL)</i>
Foreign Language or G.E. Category IV or VI (4 units) JOUR 201 (4 units) JOUR 202 (3 units) JOUR 203 (3 units) 2-unit elective	Foreign Language or G.E. Category IV or VI (4 units) JOUR 350 (4 units) JOUR 202 (3 units) JOUR 203 (3 units) 2-unit elective
16 units	16 units

You can also find sample four-year course plans at:
<http://annenbergl.usc.edu/CurrentStudents/UGStudentSvcs/InfoforUSC.aspx>

International Programs



L-R: Sabrina Chong & Matthew Erskine

USC Annenberg International Programs sponsors international undergraduate and graduate study abroad programs in 10 exciting cities around the globe. Each of the programs provides students with a once-in-a-lifetime opportunity to gain international experience in their chosen field of study. Students will make lifelong friendships and learn new cultures while earning credits toward their USC degree.

International Programs Staff

Matthew Erskine Director (213) 821-1276 erskine@usc.edu	Sabrina Chong Assistant Director (213) 821-2180 sabrina.chong@usc.edu
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For more information, contact Annenberg International Programs
ASC 140 – Annenberg Student Services
Phone: (213) 821-2180
E-mail: ascintl@usc.edu

Comprehensive information may also be found on our website:
<http://annenberg.usc.edu/international>
Facebook group: Annenberg International Programs

Annenberg International Programs: Undergraduate Study Abroad Options

The Annenberg International Programs Office works with all Annenberg majors and minors to make study abroad an integral part of their undergraduate careers. USC financial aid and scholarships apply to the costs of international programs.



London (Communication majors and minors only)

Offered for communication majors in either the fall or the spring, students earn up to 16 upper division communication units. Courses are taught by USC faculty and British professors and many of the courses include guest lecturers and visits. Students live in shared apartments in central London. The program includes excursions to Paris as well as local points of historic interest.

London City University (Broadcast and Print Digital Journalism majors only)

Offered for Broadcast and Print Digital Journalism majors in the spring of their junior year only, students may earn up to 16 units overall, including 8 journalism elective credits. While attending City University, students work on a final project with City University faculty. City University is located in an exciting neighborhood in central London, where students live in shared apartments.

To learn more about the university visit: www.city.ac.uk

Amsterdam (All majors)

USC students attend the CIEE program at the University of Amsterdam for either a semester or year. Courses are taught in English and students may earn up to 16 units overall. Students live in international student dormitories with shared living areas and kitchen facilities located in central Amsterdam.

For more information visit CIEE: www.ciee.org



Hong Kong (All majors)

USC students study at the Chinese University of Hong Kong for one semester, either fall or spring. A wide range of subjects are taught in English. Chinese language classes are also available. Students may earn up to 15 units overall. Program participants share rooms with local students in university dormitories.

To learn more about the university visit: www.cuhk.edu.hk

Singapore (All majors)

USC students may spend the spring semester studying at the Nanyang Technological University. Courses are taught in English and students may earn up to 16 units of credit overall. Students live in university dorms.

To learn more about the university visit: www.ntu.edu

Buenos Aires (All majors)

USC students may spend fall semester studying at the Universidad des San Andres located in the Victoria suburb of Buenos Aires, Argentina. All classes are taught in Spanish and the program requires students to have a very high level of written and spoken proficiency in Spanish. Students may earn up to 16 units overall. They will live in shared flats or host homes located near the university. The program includes numerous trips into downtown Buenos Aires and offers many local cultural events. Students have many

opportunities to travel throughout the country and are encouraged to explore one of South America's largest and most cosmopolitan cities.

To learn more about the university visit: www.udesa.edu.ar



Australia (All majors)

In this spring only program, students will attend the University of New South Wales, located in pleasant suburb of Sydney. Students will live in a variety of accommodations, including dormitories and shared student apartments both on- and off-campus. They can earn up to 16 units overall. The program includes numerous cultural and local events, giving students the chance to explore Sydney and the natural wonders of Australia.

To learn more about the university visit: www.unsw.edu.au

New Zealand (All majors)

In this spring only program, students will attend the Auckland University of Technology, located in the heart of Auckland on the North Island. Living in a mix of housing types from shared apartments to dormitories, students will be located near campus in exciting student-filled neighborhoods. Students will have the opportunity to earn up to 16 units of credit overall. The Auckland program provides a more urban experience but still gives students numerous chances to learn about the local Maori culture, as well as the history and culture of Auckland. The AUT program also allows students majoring in broadcast and print digital journalism and public relations to earn eight units of major elective course work, in addition to eight units of general electives.

For more information visit CIEE: www.ciee.org

International Communication Studies (All majors)

This five-week summer program allows communication, journalism public relations majors to study in London, Paris, Rome and Prague. In addition to regular class meetings, students visit with various media outlets in each city. Past visits have included BBC World, Radio Free Europe, International Herald Tribune and the Vatican. Students have the chance to travel extensively throughout Europe, meet with numerous professionals to learn the complexities of world media, all while earning up to four units of credit towards their degrees.



Dublin Internship Program (All majors)

Students will have the opportunity to intern in one of Europe's most dynamic capitals for seven weeks during the summer. Internship placement services are provided, along with housing and support in Dublin. Students enroll in an online two-unit communication course for internship credit. Internships are unpaid and can be done in a variety of fields such as print journalism, public relations, non-party politics, the arts, film, sports and much more.*

*Internships may not be done in fields of marketing, business or finance.

What do I need to know about applying?

Applications are available online starting the first day of classes each semester. Fall applications are due in late September/early October, and spring applications are due in late February/early March.

Career Development



L-R: Suzanne Alcantara, Megan Hutaff & Tim Burgess

Career Development Staff

Tim Burgess Director Phone: (213) 740-3912 tburgess@usc.edu	Suzanne Alcantara Associate Director Phone: (213) 740-6045 suzannea@usc.edu	Megan Hutaff Assistant Director Phone: (213) 821-1514 meganh@usc.edu
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The USC Annenberg Career Development Office offers a variety of services that aid both students and alumni in their search for a fulfilling career. We encourage students to visit or contact us to make an appointment. We are located on the first floor of the East Lobby in Annenberg Student Services in room 140.

The Career Development Office offers some of the following services:

- Internships and jobs postings
- One-on-one counseling sessions
- Résumé and cover letter assistance
- Annenberg Connection mentor program
- Journalism Opportunities Conference
- Annenberg Career Connection internship and job fair
- Seminars, such as “How to Succeed in Your First Job” and “Interview Techniques”
- On-campus interviews with companies, such as *Los Angeles Times*, E! Entertainment, Booz Allen Hamilton, and NPR
- Career information panels with Annenberg alumni
- Summer internship programs in New York City and Dublin, Ireland

Students are encouraged to utilize the talents of the Career Development staff for these or any other needs they have.

Remember: The Annenberg Career Development Office is an extra perk made available to the Annenberg School for Communication & Journalism affiliated individuals only!

Annenberg School for Communication & Journalism Student & Alumni ASCJOBNET

What is it?

ASCJOBNET-L is an online Career Development service exclusively for Annenberg students and alumni. Subscribers receive job and internship postings, career articles, announcements of upcoming professional networking opportunities and updates regarding other career related issues. Participation in ASCJOBNET-L is free.

Since the ASCJOBNET-L is an added benefit to your Annenberg education, it is restricted to students, alumni, faculty and staff of the Annenberg School for Communication & Journalism. Individuals not affiliated with Annenberg in this way will not be allowed to subscribe to the listserv.

SUBSCRIPTION INFORMATION

To subscribe, send this e-mail message:

Subscribe ASCJOBNET-L <*first name*> <*last name*>

If your name is Tommy Trojan, you would type into the body of the e-mail:

subscribe ASCJOBNET-L Tommy Trojan

send e-mail to: listproc@usc.edu (no subject)

Your subscription request may take up to one week to process pending on verification of your Annenberg affiliation.

To unsubscribe, send this e-mail message:

Signoff ASCJOBNET-L

Send e-mail to: listproc@usc.edu (no subject)

Career Development Four-Year Plan

Provided by Annenberg's Career Development Office

Freshman Year

- Get to know your professors. They have so much to offer and can be great mentors as you select a major or solidify your current choice.
- Get involved in student organizations.
- Participate in volunteer opportunities on campus or in the community. Volunteering is a great way to get job-related experience.
- Attend career programs to hear alumni talk about their jobs and career paths.
- Identify five to 10 careers you'd like to learn more about.

Sophomore Year

- Get to know us—meet with someone from the Annenberg Career Development team!
- Learn how to write a resume—we can help!
- Take on a leadership role with a student organization. If you haven't joined any student organizations, now is the time.
- Browse through the daily "Jobs and Internships of the Day" listings and see what catches your eye!
- Look into getting an internship for spring or summer.
- Make a special effort to get to know one or two of your professors on a personal basis. Remember, as you apply for jobs or graduate school, you will need references—and who better than a professor who knows how great you are?
- Attend career fairs put on by USC and the Annenberg School for Communication & Journalism.

Junior Year

- Meet with an Annenberg Career Development adviser to discuss your career goals.
- Join a student chapter of a professional organization in your field of interest.
- Begin to conduct informational interviews with alumni or others in careers/jobs in which you have an interest.
- If you haven't already done so, now is the time to write a resume.
- Take part in a mock interview session with a Career Development adviser.
- Secure an internship for the fall, spring and/or summer.
- Attend on-campus career fairs, guest speaker events and employer information sessions that relate to your interests.
- If you plan to attend graduate school, request view books and plan campus visits. Read Peterson's Graduate School catalogs located in the Career Planning and Placement office. Register and prepare for any graduate exams (GRE, MCAT, LSAT).

Senior Year

- Meet with Career Development to begin planning your job search (DO THIS EARLY!).
- Take on a leadership role in a professional organization.
- Land another internship!
- Take part in the mentor program offered through the Annenberg Career Development office.
- Finalize your resume and have it checked by a career adviser. Learn to write an effective cover letter.
- If you are considering graduate school, request applications and complete them.
- Buy your professional wardrobe. If you don't already own a conservative suit, now is the time to invest in one.
- Continue to attend career fairs.
- Practice your interview skills with a member of the Annenberg Career Development team.
- Obtain at least three letters of reference from faculty, internship supervisors and employers.

Annenberg Admissions Office

Stay connected with Annenberg Admissions and meet future Trojans!



The USC Annenberg Admissions Office coordinates a series of programs and activities throughout the academic year for prospective and newly admitted Annenberg students. As a current Annenberg student, you will have the opportunity to get involved by sharing your experiences. Fight On!

Programs & Activities:

Discover USC – our fall on-campus open house for prospective freshmen and their parents interested in learning about the University and Annenberg majors.

Explore – visit programs for newly admitted freshmen and their parents. Current students will help with overnight hosting, lunch hosting, dinner hosting, tours of the Annenberg facilities and student panels.

Los Angeles Reception – our spring on-campus open house for newly admitted freshmen and their parents.

Telephone campaigns – current students call newly admitted freshmen to congratulate them on their acceptance to Annenberg and encourage a visit to campus.

Bloggers – current students blog about their day-to-day happenings at Annenberg including classes, special events and guest speakers.

For more information, contact Danielle Fischhoff, Admissions Counselor
ASC 140 – Annenberg Admissions
Phone: (213) 821-0770
E-mail: ascadm@usc.edu

Annenberg Faculty Members

School of Communication Faculty

Director

Larry Gross, Ph.D. A specialist in the areas of media and culture, art and communication, visual communication and media portrayals of minorities, Gross helped found the field of gay and lesbian studies. Guggenheim Fellow, 1998; recipient of the International Communication Association's Aubrey Fisher Mentorship Award and ICA Fellow; author and editor of books on issues in visual and cultural communication.

Faculty

Jonathan D. Aronson, Ph.D. Research focuses on communication policy, globalization and international trade and trade negotiations; co-founded the Annenberg Research Network on International Communication; former director of the USC School of International Relations and former president of the Association of Professional Schools of International Affairs. Former director, USC Annenberg Center for Communication.

Sandra Ball-Rokeach, Ph.D. Sociologist; studies the transformation of urban communities under the forces of globalization, new communication technologies and population diversity; Rockefeller Fellow and Fulbright Fellow; served as co-editor of *Communication Research* and on the editorial boards of a number of journals. Directs the Metamorphosis Project.

Anne Balsamo, Ph.D., (Cinematic Arts). Research focuses on the relationship between culture and technology; co-founder, technology design and fabrication company Onomy Labs; researched experimental reading devices at Xerox PARC; author, *Technologies of the Gendered Body: Reading Cyborg Women*.

Sarah Banet-Weiser, Ph.D. Researches popular culture, media and consumer culture, with a focus on race, gender and citizenship; authored *The Most Beautiful Girl in the World: Beauty Pageants and National Identity* and *Kids Rule!: Nickelodeon and Consumer Citizenship*; co-edited *Cable Visions: Television Beyond Broadcasting*.

François Bar, Ph.D. Researches the continuing evolution of communication networks, including their deployment, regulation and business use; consulted on communication regulation and policy for numerous government entities, including the Commission of the European Communities. Directs the Annenberg Research Network on International Communication.

Daniela Baroffio, Ph.D. Studies how feminism, U.S. militarism and race in post-9/11 portrayals of female soldiers both consolidate traditional national ideologies and offer the potential for resistance against patriarchal systems.

Manuel Castells, Ph.D. Research focuses on the social and economic implications of information and communication technology; currently analyzing the relationship between mass media, communication networks and political power; author of the three-volume work *The Information Age: Economy, Society and Culture*, which introduced the theory of the network society and has been translated into 23 languages; recently completed *Communication Power*; member of the European Academy, Spanish Royal Academy of Economics and British Academy; has received honorary doctorates from 15 universities worldwide. Holds the Wallis Annenberg Chair in Communication Technology and Society.

Peter Clarke, Ph.D. Studies communication and health behavior and develops programs to improve the public's well-being, especially among underserved groups; co-authored *Surviving Modern Medicine*; co-directs *From the Wholesaler to the Hungry*, which has received awards for public service from the U.S. Secretary of Agriculture and the UPS Foundation; former dean or chair of communication programs at three universities.

Michael J. Cody, Ph.D. Research focuses on interpersonal communication and persuasion; publishes and teaches on interpersonal relationships, health and on the uses of entertainment to educate; editor of the *Journal of Communication* (2009–2011) and former editor of *Communication Theory* (1999–2002).

Jeffrey Cole, Ph.D. Specializes in the effects of media policy and violence, as well as computer and Internet technology, on all aspects of society; founded and directs the 20-country World Internet Project. Directs the USC Annenberg School Center for the Digital Future.

Geoffrey Cowan, L.L.B. Former director, Voice of America and the International Broadcasting Bureau; communication law attorney, Emmy Award-winning producer, playwright, newspaper columnist, television talk-show host, bestselling author, award-winning teacher. USC University Professor and Annenberg Family Chair in Communication Leadership. USC Annenberg dean from 1996–2007.

Nicholas Cull, Ph.D. Author of numerous articles on propaganda, public diplomacy and politics/foreign policy, particularly U.S. and British public diplomacy; his book *Selling War* was named one of the 10 best academic books of 1995 by *Choice Magazine*; president of the International Association for Media and History. Directs the Master of Public Diplomacy degree program.

Daniel Durbin, Ph.D. Teaches courses in media, image management, sports communication, fashion, culture and rhetoric; research interests include the rhetoric of sports, health, fitness, nutrition and medicine; currently researching the promotion of health, fitness and medicine in popular-press advertising.

Robeson Taj Frazier, Ph.D. Research interests include exploring issues pertaining to race and ethnicity, comparative political economy, popular culture, sport, globalization, and transnationalism and internationalism. His dissertation examined the impact of China and Chinese communism on several black activist intellectuals from 1949-1976 and China's relationship with the African Diaspora during this period. He is at work on a manuscript that examines how African Americans and black culture have been received in China during the last 50 years.

Janet Fulk, Ph.D. Examines the impact of communication systems on collaboration and knowledge distribution across boundaries of space, time, team, organization and nation; won the best book award from the National Communication Association for Organizations and Communication Technology (1990); served on the board of governors of the Academy of Management and as deputy dean of the Academy of Management Fellows.

G. Thomas Goodnight, Ph.D. Researches deliberation and postwar society, science communication, argument and aesthetics and public discourse; received NCA career awards in rhetoric and communication theory; named among the five top scholars in argumentation of the last 50 years by the American Forensic Association. Directs the Doctoral Studies program.

Jerrold D. Green, Ph.D. Expert in international relations, Middle Eastern diplomacy and the politics of the Arab world and Iran. Directs the Pacific Council on International Policy, an international affairs organization affiliated with USC that consists of more than 1,200 leaders from diverse professional and

business backgrounds throughout the western U.S. Previously served in several positions at the RAND Corporation and the University of Arizona. From 2004 to 2006, Dr. Green was a partner in Best Associates, a merchant-banking firm with extensive international business interests headquartered in Dallas.

Thomas A. Hollihan, Ph.D. Studies the arguments that shape public policy and political discourse; recent research considers issues of citizenship and community in the postmodern age; former chair of the board of trustees of the National Debate Tournament and president of both the American Forensic Association and the Western Forensic Association.

Andrea B. Hollingshead, Ph.D. Research centers on strategic communication, knowledge sharing, social influence and decision-making in teams and online communities; has written several books and more than 50 articles and served in an editorial capacity for numerous top-tier peer-reviewed journals.

Henry Jenkins, Ph.D. Prolific media scholar focusing on the evolving role of the audience in the media-consumer relationship; co-founder, Comparative Media Studies Program, MIT; author, *Convergence Culture: Where Old and New Media Collide and Fans, Bloggers and Gamers: Exploring Participatory Culture*, among others; principal investigator, The Education Arcade media literacy initiative; principal investigator, Knight Center for Future Civic Media; adviser to MacArthur Foundation on explorations of effects of participatory media on young people. Provost's Professor of Communication, Journalism & Cinematic Arts.

Colleen Keough, Ph.D. Analyzes the role of communication in conflict management; has conducted strategic planning and financial management workshops in Central and Eastern Europe; recipient of the W. Charles Redding Dissertation Award from the International Communication Association.

Josh Kun, Ph.D. Research focuses on music, popular culture, the U.S.-Mexico border and race; author of *Audiotopia: Music Race and America*; recipient of fellowships from the Sundance Institute, UCross Foundation and the USC Provost. Directs the Popular Music Project at the Norman Lear Center.

Randall Lake, Ph.D. Studies contemporary rhetorical theory and practice, particularly political and public argumentation; writes extensively on communication and social change, particularly Native American and feminist movements. Former editor-in-chief, *Argumentation and Advocacy: The Journal of the American Forensic Association*.

Andrew Lakoff, Ph.D. Trained as an anthropologist of science and medicine. First book, *Pharmaceutical Reason: Knowledge and Value in Global Psychiatry*, examined the role of the global circulation of pharmaceuticals in the spread of biological models of human behavior. Current research concerns global health and biosecurity; most recent book publication is the co-edited volume, *Biosecurity Interventions: Global Health and Security in Question*.

Ben Lee, Ph.D. Award-winning sociologist and statistician; research examines human behavior in financial markets. Teaches courses on research methods and quantitative data gathering.

Kwan Min Lee, Ph.D. Research focuses on socio-psychological effects of new information and communication technologies, including human-computer and human-robot interaction. Author of top-25 "Hot Paper" in social sciences, general, by SSCI (Social Science Citation Index). Recipient of USC Mellon Teaching Award for Excellence in Mentoring.

Doe Mayer (Cinematic Arts). Studies the practical international application of communication campaign strategies and designs for social issues and health-defined organizations; has worked in film and television for 25 years and is co-author of *Creative Filmmaking From the Inside Out*. Holds the Mary Pickford Chair at USC's School of Cinematic Arts.

Margaret McLaughlin, Ph.D. Works in the area of communication technologies; recent research focuses on the use of virtual environments in delivery of health and social services; key investigator at USC's Integrated Media Systems Center, a National Science Foundation Engineering Research Center; former president of the International Communication Association. Associate Dean for Faculty Affairs and Research at Annenberg.

Lynn C. Miller, Ph.D. Uses multidisciplinary approaches to create intelligent agents and virtual worlds for testing communication theory and enhancing health and educational outcomes; has served as principal investigator on more than \$7.5 million of federally funded research; former fellow of the Provost's Center for Interdisciplinary Research; recipient of G.R. Miller Early Career Award.

Peter R. Monge, Ph.D. Examines communication networks in a wide variety of social contexts and the ecology of communication processes within organizational communities; co-authored *Theories of Communication Networks* and *Communicating and Organizing*; former editor of *Communication Research*; fellow and former president of the International Communication Association and recipient of ICA's Aubrey Fisher Mentorship Award.

Sheila T. Murphy, Ph.D. Studies the relationship between emotion and cognition and their relative influence on judgments and beliefs; research interests include decision-making, information processing, agenda setting and politics; current projects include examining how health-related information is conveyed in primetime TV and the impact of these portrayals on viewers, and emergency preparedness.

Stephen O'Leary, Ph.D. Research focuses on religious communication, rhetorical theory and criticism; authored *Arguing the Apocalypse*, a theoretical study of the techniques that religious cult leaders use to attract and maintain the loyalty of their followers.

Patricia Riley, Ph.D. Prolific author on organizational communication; internationally known for her studies of organizational politics, culture change and knowledge management; consults for many top corporations and nonprofits in the United States and Japan; director of the joint USC Annenberg/London School of Economics & Political Science master's program in global communication. Former director, School of Communication.

Robert Scheer. Award-winning journalist and nationally syndicated columnist; author of seven books; editor of Truthdig.com; radio host, Santa Monica's KCRW-FM; Poynter fellow at Yale University; former fellow in arms control at Stanford University.

Kenneth K. Sereno, Ph.D. Specializes in communication theory, persuasion and interpersonal and family communication; recent research focused on humor's role in intimate relationships and the effect of "clicker" technology in the classroom. Faculty adviser, Annenberg Student Communication Association; Annenberg representative on the University Institutional Review Board, which monitors all University research using human subjects.

Christopher Smith, Ph.D. Researches modern financial markets and their impact on everyday culture; also studies pop culture, entertainment's role in public diplomacy and convergence trends in media industries; writing a book on cultural identity and financial speculation.

Stacy Smith, Ph.D. Research focuses on children's reactions to mass media, including developmental differences in emotional and cognitive processing; recipient of the International Communication Association's Outstanding Dissertation Award; has written widely about content patterns and effects of the media on youth.

Gordon Stables, Ph.D. Specializes in rhetoric and argumentation; nationally recognized expert in policy debate and forensics; currently working on research analyzing public debate surrounding the global war on terrorism. Directs the Trojan Debate Squad.

Jonathan Taplin, Specializes in international communication management and digital media entertainment; award-winning film, television and music producer; member of the Academy of Motion Picture Arts and Sciences. Produced Martin Scorsese's first feature film, "Mean Streets."

Douglas Thomas, Ph.D. Research focuses on the philosophy of human communication; recent work explores the philosophical underpinnings of 20th-century rhetorical theories; founding editor of *Games and Culture: A Journal of Interactive Media*; author of *Reading Nietzsche Rhetorically* and *Hacker Culture*; has testified before Congress on issues of computer hacking, cyberterrorism and critical infrastructure protection.

Alison Trope, Ph.D. Research and teaching interests include media history, media exhibition, popular culture, gender representation and museum studies.

Rebecca Weintraub, Ph.D. Research focuses on facilitation and organizational behavior, change management and health communication; provides communication and facilitation consulting services to organizations in the public, private and nonprofit sectors. Program director for the Master of Communication Management degree program.

Susan Resnick West, Ph.D. Research focuses on leadership, employee development and evaluation to enable strategic change; co-author, *Designing Performance Appraisal Systems* and several articles on performance appraisal, management of professional employees and evaluation of strategic change efforts; received grants from Goal QPC and the Association of Quality and Participation.

Dmitri Williams, Ph.D. Research focuses on the social and economic impacts of new media, with particular emphasis on video games and the Internet. Scholar at Charles Annenberg Weingarten Program on Online Communities.

Ernest J. Wilson III, Ph.D. Author, *Governing Global Electronic Networks* and *Negotiating the Net: The Politics of Internet Diffusion in Africa*; edits the MIT journal *Information Technologies and International Development*. Research centers on the politics of global sustainable innovation in high-tech industries, network inequality, China-Africa relations and the role of culture in U.S. national security policy. Former director, International Programs and Resources at the National Security Council. Ranking senior member, Corporation for Public Broadcasting board of directors. Holds Walter Annenberg Chair in Communication. Appointed USC Annenberg dean in 2007.

Emeritus Communication Faculty

Walter R. Fisher, Ph.D.

Adjunct Communication Faculty

Michael Overing, J.D. Attorney, Law Offices of Michael S. Overing.

Paula Patnoe-Woodley, M.A. Independent marketing and public relations consultant.

Tracy Westen, J.D. Vice chair and CEO of the Center for Governmental Studies; former deputy director for consumer protection at the Federal Trade Commission.

Associated Communication Faculty

Lourdes Baezconde-Garbanati, M.P.H., Ph.D. (Institute for Prevention Research)

Carolyn Cartier, Ph.D. (Geography)

Ann Crigler, Ph.D. (Political Science)

Tess Cruz, M.P.H., Ph.D. (Institute for Prevention Research)

Nina Eliasoph, Ph.D. (Sociology)

Valerie Folkes, Ph.D. (Marketing)

Elizabeth Garrett, J.D. (Law)

Geoffrey Garrett, Ph.D. (International Relations)

Barry Glassner, Ph.D. (Sociology)

Lawrence D. Green, Ph.D. (English)

Félix Gutiérrez, Ph.D. (Journalism)

C. Anderson Johnson, Ph.D. (International Public Relations)

Maryalice Jordan-Marsh, Ph.D. (Social Work)

Francine Kaufman, M.D. (Keck School of Medicine)

Steven Lamy, Ph.D. (International Relations)

Paul Lichterman, Ph.D. (Sociology)

Debra Macinnis, Ph.D. (Marketing)

C.W. Park, Ph.D. (Marketing)

Adam Clayton Powell III (Vice Provost, Globalization)

Stephen Read, Ph.D. (Psychology)

Stanley Rosen, Ph.D. (Political Science)

George Sanchez, Ph.D. (American Studies and Ethnicity; History)

Phil Seib, J.D. (Journalism)

Ellen Seiter, Ph.D. (Cinematic Arts)

Merrill Silverstein, Ph.D. (Gerontology)

J. Ann Tickner, Ph.D. (International Relations)

Thomas Valente, Ph.D. (Institute for Prevention Research)

Jian Wang, Ph.D. (Journalism)

Simon Wilkie, Ph.D. (Economics)

Diane Winston, Ph.D. (Journalism)

Mark Young, Ph.D. (Accounting)

Annenberg Faculty Members

School of Journalism Faculty

Director

Geneva Overholser, Professor. Award-winning media scholar and journalist; has been editor at *The Des Moines Register*, a syndicated columnist, a member of *The New York Times* editorial board, and ombudsman for *The Washington Post*; co-author of *The Press* and author of *On Behalf of Journalism: A Manifesto for Change*. Named “Editor of the Year” by National Press Foundation and “Best in the Business” by *American Journalism Review*. Led *The Des Moines Register* to a Pulitzer Prize for Public Service.

Associate Director

Patricia Dean, Professor of Professional Practice. Former senior executive producer and program director with WBBM-TV (CBS) in Chicago; former consumer investigative news producer with WLS-TV (ABC) in Chicago; former news show producer and investigative unit producer and writer with WMAQ-TV (NBC) in Chicago; honors include two Peabody Awards, an American Bar Association Gavel Award and a National Press Club Award. Co-director of News21 project.

Assistant Director

Laura Castañeda, Associate Professor of Professional Practice. Former Associated Press reporter in San Francisco, New York and Monterrey, Mexico; former business reporter for the *Dallas Morning News* and *San Francisco Chronicle*; co-editor of *News and Sexuality: Media Portraits of Diversity*; co-author of *The Latino Guide to Personal Money Management*.

Faculty

Sasha Anawalt, Lecturer. Dance critic and arts journalist; served as chief dance critic for *Los Angeles Herald Examiner*, *L.A. Weekly* and KCRW-FM; has written for *The New York Times*, *Los Angeles Times*, *Dance Magazine*, *TV Guide* and MSNBC; author of *The Joffrey Ballet: Robert Joffrey and the Making of an American Dance Company*. Director of Arts Journalism Programs.

Daniel H. Birman, Lecturer. Nonfiction/documentary producer; produced for TLC, National Geographic Channel, Science Channel, Nickelodeon, Discovery Health Channel and contributed to several broadcast networks; currently completing a major documentary for Independent Lens, a documentary series on PBS; active member of the Academy of Television Arts and Sciences' Board of Governors representing nonfiction. Executive producer for “Impact,” USC Annenberg’s award-winning student-produced newsmagazine.

William Celis, Associate Professor. Former education correspondent for *The New York Times*; former reporter and columnist in *The Wall Street Journal*; author of *Battle Rock: The Struggle Over a One-Room School in America’s Vanishing West*.

Serena Cha, Senior Lecturer. Former executive producer with KCAL-TV in Los Angeles; former senior producer with KCBS-TV in Los Angeles; former producer at KNBC-TV and KTTV in Los Angeles; former producer at WJZ-TV in Baltimore; winner of AP and Golden Mike Awards. Founder and director of Annenberg TV News, USC’s multimedia television news operation.

Dana Chinn, Lecturer. Media audience research consultant; former director of online for Gannett Co.; former strategic planning manager for the *Los Angeles Times* and other media organizations. Researches how newsrooms are using web analytics; oversees the Annenberg-Marshall-Viterbi News Entrepreneur Fellowship program for undergraduate and graduate students.

K.C. Cole, Professor. Science writer, commentator and author; former science reporter and columnist for the *Los Angeles Times*; writer for *The New Yorker*, *Smithsonian*, *The New York Times*, *Esquire* and many other publications; author of eight nonfiction books, including *Something Incredibly Wonderful Happens: Frank Oppenheimer and the World He Made Up*.

Marc Cooper, Senior Lecturer. Contributing editor for *The Nation* and contributor to *The Atlantic*. Articles, essays and interviews published in dozens of publications including *Harper's*, *Playboy* and *Rolling Stone*; former producer/correspondent for Christian Science Monitor TV; former field producer for CBS News; author of three non-fiction books, including *Pinochet and Me*. Co-coordinator of News21 project and director of Annenberg Digital News, which produces *Neon Tommy*, the news Website of the School of Journalism.

Geoffrey Cowan, University Professor. Former director of Voice of America; communication law attorney, Emmy Award-winning producer, playwright, newspaper columnist, television talk-show host, bestselling author, award-winning teacher; conducts research and teaches classes in media law, communication leadership and public diplomacy. Holds the Annenberg Family Chair in Communication Leadership and directs USC Annenberg's Center on Communication Leadership and Policy. USC Annenberg dean from 1996-2007.

Ed Cray, Professor. Writer published in the country's top newspapers, including the *Los Angeles Times*, *The New York Times* and *The Washington Post*. Author of 18 books, including *Ramblin' Man: The Life and Times of Woody Guthrie*; *General of the Army*, a biography of George C. Marshall; and *Chief Justice*, a biography of Earl Warren.

Jennifer Floto, Associate Professor of Professional Practice. Former vice president/creative director of Ketchum Public Relations; former vice president/group manager for Manning Selvage & Lee/Los Angeles; winner of PRSA's Silver Anvil Award, IABC's Communicator of the Year and numerous teaching honors.

Félix Gutiérrez, Professor. Former senior vice president of the Freedom Forum and Newseum; author or co-author of five books and more than 50 scholarly articles and book chapters on Latinos and other racial/ethnic groups and media; awarded the National Association of Multicultural Media Executives Distinguished Lifetime Achievement Award (2007) and the Society of Professional Journalists' Sigma Delta Chi Medallion for Excellence in Research About Journalism (2004).

Jay T. Harris, Professor. Former chairman and publisher of the *San Jose Mercury News*; former vice president of operations for Knight-Ridder Inc.; former executive editor of the *Philadelphia Daily News*; former national correspondent and columnist for Gannett News Service. Holds the Wallis Annenberg Chair in Journalism and Democracy.

Robert Hernandez, Assistant Professor of Professional Practice. Longtime online news developer for *The Seattle Times*; served as Web designer and consultant for El Salvador's *La Prensa Gráfica* newspaper site; Web producer for *The San Francisco Chronicle* and online editor of *The San Francisco Examiner*; serves on the online board of directors for the National Association of Hispanic Journalists.

Henry Jenkins, Provost's Professor of Communication, Journalism and Cinematic Arts. Prolific media scholar focusing on the evolving role of the audience in the media-consumer relationship; co-founder of Comparative Media Studies Program at MIT; author of *Convergence Culture: Where Old and New Media Collide* and *Fans, Bloggers and Gamers: Exploring Participatory Culture*, among others; advisor to MacArthur Foundation on explorations of effects of participatory media on young people.

Jonathan Kotler, Associate Professor. Attorney; former legal counsel to the California First Amendment Coalition and the Society of Professional Journalists; argued before the U.S. Supreme Court; co-authored

American Datelines. Former dean of the USC Graduate School, and past president of the Western Association of Graduate Schools.

Josh Kun, Associate Professor. Critic and journalist; regular contributor to *The New York Times*, *Los Angeles Times*, *Los Angeles Magazine*; author of *Audiotopia: Music, Race, and America*; co-author of *And You Shall Know Us By The Trail Of Our Vinyl*; co-founded Idelsohn Society for Musical Preservation; co-editor *Refiguring American Music* book series; research focuses on music, popular culture, the U.S.-Mexico border and race. Directs The Popular Music Project at USC Annenberg's Norman Lear Center.

Andrew Lih, Visiting Professor. New media researcher and consultant; author of *The Wikipedia Revolution: How a Bunch of Nobodies Created the World's Greatest Encyclopedia*; has written for *The New York Times*, *The Wall Street Journal* and National Public Radio, among others.

Alan Mittelstaedt, Lecturer. Former news editor for the *Los Angeles CityBeat* and *LA Weekly*; former city editor for the *Portland Press Herald* and *Pasadena Star-News*; former reporter/editor for San Bernardino (CA) *The Sun*, San Luis Obispo (CA) *Telegram-Tribune* and Desert Hot Springs (CA) *Desert Sentinel*. Managing editor of Annenberg Digital News, which produces *Neon Tommy*, the news Website of the School of Journalism.

Judy Muller, Associate Professor. Contributing correspondent to PBS News programs, anchor of "Town Hall Journal" on KPCC FM, commentator on NPR's "Morning Edition," former ABC News correspondent with "Nightline," "World News Tonight," "20/20," "This Week" and other programs; winner of several national and regional Emmy Awards, part of an ABC team awarded the Alfred I. duPont-Columbia University Award; former CBS News correspondent and CBS News Radio anchor; author of *Now This: Radio, Television and the Real World*.

Mary Murphy, Senior Lecturer. Entertainment journalist; news producer and on-screen correspondent for "Entertainment Tonight"; contributor to *USA Weekend Magazine*, *The New York Post* and *The Hollywood Reporter*; spent two decades as senior writer at *TV Guide*; co-author of *Blood Cold*, an investigation of the Robert Blake murder scandal.

Bryce Nelson, Professor. Former national reporter for the *Los Angeles Times*, *The New York Times*, *The Washington Post* and *Science* magazine; senior press adviser for the Christopher Commission that investigated the Los Angeles Police Department; winner of national journalism and USC teaching awards, including the USC Mellon Award for Excellence in Mentoring Undergraduates (2008). School of Journalism director from 1984-1988.

Tim Page, Professor. Former chief music critic and culture writer for *The Washington Post*, following related positions at *Newsday*, *The New York Times* and *Soho News*; author or editor of a dozen books, including *Tim Page on Music*, *Dawn Powell: A Biography*, *The Unknown Sigrid Undset*, *The Glenn Gould Reader* and *Parallel Play*, a memoir of his lifelong experience with Asperger's syndrome; founder and first executive director of BMG Catalyst. Won Pulitzer Prize for criticism (1997).

Michael Parks, Professor. Former editor and executive vice president of the *Los Angeles Times* and vice president of Times Mirror Co.; former *Times* bureau chief in Beijing, Jerusalem, Johannesburg and Moscow; former *Baltimore Sun* bureau chief in Beijing, Cairo, Hong Kong, Moscow and Saigon. Won Pulitzer Prize for international reporting (1987). Directs the Master of Arts in Specialized Journalism degree program, USC Annenberg's California HealthCare Foundation Center for Health Reporting and USC Annenberg's Alhambra Project. School of Journalism director from 2001-2008.

Larry Pryor, Associate Professor. Researcher on environmental journalism topics; founding editor of *Online Journalism Review*; former *Los Angeles Times* Website editor; former *Los Angeles Times* writer and editor; former reporter for the Louisville (Ky.) *Courier-Journal*.

Richard Reeves, Senior Lecturer. Author and syndicated columnist; former chief correspondent for “Frontline”; former national editor and columnist for *Esquire* and *New York Magazine*; former chief political correspondent for *The New York Times*; author of 15 books, including the bestselling trilogy *President Kennedy: Profile of Power*, *President Nixon: Alone in the White House* and *President Reagan: The Triumph of Imagination*; honors include the Alfred I. duPont–Columbia University Award, a Peabody, an Emmy and the National Society of Newspaper Columnists’ Lifetime Achievement Award.

Joe Saltzman, Professor. News and documentary writer/reporter/producer; winner of more than 50 major honors, including the Alfred I. duPont–Columbia University Award, two Edward R. Murrow Awards, four Golden Mike Awards and five Emmys; author of *Frank Capra and the Image of the Journalist in American Film*. Directs the Image of the Journalist in Popular Culture (IJPC), the worldwide source for the subject, which includes the IJPC Database, the Website (ijpc.org) and the peer-review *The IJPC Journal*.

Stacy Scholder, Lecturer. Former producer with KABC-TV and KCBS-TV in Los Angeles; former executive producer with KNBC-TV in Los Angeles; former news producer with WCVB-TV in Boston; honors include two Emmys, two Golden Mikes and the AP Award for best newscast. Associate director of Annenberg TV News, USC’s multimedia television news operation.

Philip Seib, Professor. Author of numerous books, including *Toward a New Public Diplomacy: Redirecting U.S. Foreign Policy*; co-edits the journal *Media, War and Conflict*; edits Palgrave Macmillan Series in International Political Communication; co-edits Palgrave Macmillan Series in Global Public Diplomacy; serves on the editorial boards of *Journal of Mass Media Ethics*, *Journal of Middle East Media* and other journals. Research focuses on the effects of news coverage on foreign policy, particularly conflict and terrorism issues. Director of the USC Center on Public Diplomacy.

Willa Seidenberg, Lecturer. Former news writer with KCAL-TV in Los Angeles and WBZ-TV in Boston; former public radio reporter, anchor and producer at WYSO-FM, WBUR-FM and WGBH-FM; co-author of the oral history/photo projects *A Matter of Conscience: GI Resistance During the Vietnam War* and *Memories of the American War: Stories From Vietnam*. Director of Annenberg Radio News and Intersections: The South Los Angeles Report.

Erna Smith, Professor of Professional Practice. Former reporter, editor and copy editor at several newspapers, including *The Wall Street Journal*, *Fort Worth Star-Telegram* and *Minneapolis Star*. Research focuses on diversity issues in journalism and journalism education; author of several studies on race and the media.

Roberto Suro, Professor. Veteran print journalist with extensive experience in foreign, domestic and Washington coverage as a senior staffer for *The New York Times* and *The Washington Post*; author of *Strangers Among Us: Latino Lives in a Changing America*. Founding director of the Pew Hispanic Center; conducts research and writes on the Hispanic population through grant-funded projects and as a Non-Resident Senior Fellow of the Brookings Institution.

Jerry Swerling, Professor of Professional Practice. Principal of Swerling & Associates, Communication Management Consulting; former executive vice president and general manager for Porter Novelli, Los Angeles; named Public Relations Person of the Year 2000 by the Los Angeles Chapter of the PRSA. Director of Public Relations Studies and the USC Annenberg Strategic Communication and Public Relations Center.

Kjerstin Thorson, Assistant Professor. Research focuses on the role of digital media in political persuasion, mobilizing young people through social media, and the changing nature of citizenship; former member of corporate communications team at Martha Stewart Living Omnimedia.

Sandy Tolan, Associate Professor. Radio and print journalist; author of *The Lemon Tree: An Arab, A Jew, and the Heart of the Middle East*; written for more than 40 newspapers and magazines including *The New York Times Magazine* and *Los Angeles Times Magazine*; produced documentaries and features for NPR and Public Radio International; co-founder of Homeland Productions, an independent radio documentary service; awards include the Alfred I. duPont-Columbia University Award, three Robert F. Kennedy Awards, a George Polk Award and a United Nations Gold Medal.

Jian Wang, Associate Professor. Researches global impact of public relations, brand communication and public diplomacy; former consultant at McKinsey & Co., responsible for strategic communication advice to multinational and local corporations operating throughout Greater China; author of *Becoming Global, Becoming Local: Foreign Advertising in China*, as well as monographs on corporate global communication.

Diane Winston, Associate Professor. Author and blogger for trans-missions.org; former reporter for the *Baltimore Sun*, *The Dallas Times Herald* and the Raleigh (N.C.) *News & Observer*; former television news writer, magazine writer and independent documentary filmmaker; author of *Red-Hot and Righteous: The Urban Religion of the Salvation Army*; co-editor of *Faith in the City: Religion and Urban Commercial Culture*; editor of *Small Screen, Big Picture: Television and Lived Religion*. Holds the Knight Chair in Media and Religion.

Writer in Residence

Norman Corwin

Emeritus Faculty

William Faith

Murray Fromson

A.J. Langguth

Clancy Sigal

Adjunct Faculty

Kyle Acquistapace. Executive vice president, media & data strategy, Deutsch Inc.

J.A. Adande. Commentator and columnist, ESPN and ESPN.com.

Erikk Aldridge. Chief professional officer, Boys & Girls Club of Venice.

Victoria Arriola. Freelance creative direction and design.

Charity Azadian. Senior business developer and lead project manager, Science Applications International Corporation (SAIC).

James Azadian. Appellate associate, Horvitz & Levy LLP.

Lincoln Bandlow. Partner, Lathrop & Gage LLP.

Regina Birdsell. President, The Center for Nonprofit Management.

Gregory W. Bishop. U.S. Army entertainment industry liaison, Office of the Chief of Public Affairs - West Region.

Jessica Bloomquist. Producer, CBS 2 News, KCBS-TV.

Susan Brenneman. Deputy Op-Ed editor, *Los Angeles Times*.

Armando Brown. Freelance photographer.

Rick Bursky. Associate creative director, DDB/LA

Sara Catania. Journalist and *Mother Jones* contributing writer.

Gary Cohn. Contributing writer, Huffington Post Investigative Fund; former investigative reporter for *Los Angeles Times*, *Baltimore Sun* and *Philadelphia Inquirer*.

Dimitri Czupylo. Strategic creative consumer communications consultant, PROxymoron.

Mike Daniels. Former KCBS-TV news producer.

Dotty M. Diemer. Principal, DDK Communications.

Joe Domanick. Investigative journalist and author; senior fellow, Institute for Justice and Journalism.

Lynda Dorf. Head of corporate communications, dick clark productions, inc.

David Dow. Former CBS News correspondent.

Les Dunseith. Design director, administrator and acting graphics editor, *Los Angeles Times*.

Laura Eastman. Director of client services, Ground Zero Advertising.

Bob Feldman. Principal and co-founder, PulsePoint Group.

Jeff Fellenzer. President, The Pete Newell Challenge/Innovative Sports Management; TV sports interview show host, “One on One,” Charter Communications.

Charles Fleming. Author and journalist; former entertainment writer for *Variety*, *Newsweek* and *LA Weekly*.

Gary Fong. Features design editor, *Los Angeles Times*.

Renée Fraser. President and CEO, Fraser Communications.

Bryn Freedman. Co-executive producer, “Who Do You Think You Are?” Wall to Wall USA.

Erin K. Freeman. Managing director, corporate communications, Trust Company of the West (TCW).

Celeste Fremon. Editor and creator, WitnessLA.com; senior fellow, Institute for Justice and Journalism.

Daniel Gaines. Managing editor, operations, latimes.com.

Mariel Garza. Editorial page editor, *Los Angeles Daily News*.

Scott Glover. Reporter, *Los Angeles Times*.

Anna Gorman. Staff writer, *Los Angeles Times*.

Ron Grover. Los Angeles bureau chief, *BusinessWeek* magazine.

Toni Guinyard. Freelance reporter, NBC4, KNBC-TV.

Brad Hanson. Business copy chief, *Los Angeles Times*.

Steven J. Harris. Strategic PR Executive in Residence; former General Motors vice president of global communications.

Ann Herold. Managing editor, *Los Angeles Magazine*.

Elizabeth Hinckley. Senior vice president, Rogers & Cowan.

Laura Min Jackson. Independent management consultant, Laura Min Jackson Consulting.

Kate Flynn Jacobs. Media consultant.

Steven Johnson. Senior editorial producer, Disney Family.com, Walt Disney Internet Group.

Megan Jordan. Senior vice president and co-leader, MS&L’s Global ECO Network.

Joann Killeen. President, Killeen Furtney Group, Inc.

William Kolberg. Executive vice president and managing director, Porter Novelli.

Matt Lait. Metro editor, *Los Angeles Times*.

Jack Leonard. Staff writer, *Los Angeles Times*.

Jill Leovy. Staff writer, *Los Angeles Times*.

Matthew LeVeque. Senior vice president, The Rogers Group.

Carol Lin. Founder and senior executive producer, Tula Networks, LLC.

Larry Steven Londre. Independent marketing consultant, Londre Marketing Consultants, LLC.

Brenda Lynch. Senior vice president, The Rogers Group.

Patrick Maio. Assistant city editor, *San Bernardino Sun/Inland Valley Daily Bulletin*.

Liz McHale. News producer/writer, KABC-TV.

David Medzerian. Senior team leader, newsroom technology, *The Orange County Register/OCRegister.com*

Betsy Merryman. Consultant, healthcare marketing communications.

Lisa Miller. Judge Pro Tem; attorney; publications editor, State Bar of California.

Liz Mitchell. Documentary producer and writer; former Lifetime Medical Television producer.

Julio Moran. Executive director, CCNMA: Latino Journalists of California.

Eric Moses. Vice president, Consensus Planning Group, Inc.

Fred Muir. CEO, Rose & Kindel and Grayling Los Angeles.

William Ostedt. Vice president, The Pollack PR Marketing Group.

Randy Paige. Consumer investigative reporter, special assignment unit, KCBS-TV.

Michael Parrish. Author and journalist; founding editor of *Los Angeles Times Magazine* (now *West* magazine).

Paul Pflug. Managing partner, Principal Communications Group.

Stefan Pollack. President and chief financial officer, The Pollack PR Marketing Group.

Josh Rawitch. Vice president, public relations and broadcasting, Los Angeles Dodgers

Anne Reifenberg. Los Angeles enterprise editor, Bloomberg News.

Graham Robertson. Producer, NBC Network News.

Melissa Robinson. Senior vice president, digital communications, Weber Shandwick.
Ted Rohrlich. Research Coordinator, Center for Public Accountability, SEIU.
Howard Rosenberg. Former *Los Angeles Times* television critic.
Lew Rothbart. Content producer, KNBC-TV.
Darryl Ryan. Director, media relations, Time Warner Cable Inc.
Alex Schaffert-Callaghan. Director, digital media, 89.3 KPCC Southern California Public Radio
Dan Schnur. Director, Jesse M. Unruh Institute of Politics; assistant professor of the practice of Political Science, University of Southern California.
Heidi Schulman. Former NBC News correspondent and former member of the Board of Directors for the Corporation for Public Broadcasting.
Susan Seager. Senior counsel, Fox Group Legal.
Bill Shaikin. Sports staff writer, *Los Angeles Times*.
John Cyrus Smith. Producer, 11 p.m. newscast, KNBC-TV.
Frank O. Sotomayor. Former *Los Angeles Times* assistant metro editor; senior fellow, Institute for Justice and Journalism.
David Sprague. Freelance editorial photographer; former *Los Angeles Daily News* staff photographer.
Christopher Strimbu. Online Art Director, Modern Luxury Media.
Kenneth Turan. Film critic, *Los Angeles Times* and National Public Radio's "Morning Edition."
Jeff Wald. President, Intercomcon LLC, Los Angeles.
Larry Winokur. Founding partner and co-CEO, B|W|R Public Relations.
Ewa Wojciak. Owner/creative director, Clean Advertising; senior vice president, Yes Press Inc.
Sarah Wright-Killinger. Assistant managing editor, multimedia, Yahoo! News.
Jim Yeager. Founder and president, breakwhitelight.
Don Zachary. Principal, Law Offices of Donald Zachary.

Student Organizations

A'11

A'11 is an organization where members of the class of 2011 can interact with their peers through a series of events exploring Los Angeles, the campus, and the fields of journalism, public relations and communication. To find out about upcoming events or ask questions about the organization, please e-mail annenber2011@usc.edu or search for our Facebook group, "A'11."

A'12

A'12 is the official students' association for the Annenberg class of 2012, where students can network with other students, check out the greater Los Angeles area, enjoy on-campus events or just hang out and have a great time! For more information on A'12 or for any questions, contact annenber2012@gmail.com.



Annenberg Ambassadors

The Annenberg Ambassadors are the face of the Annenberg student community, officially representing the Annenberg School for Communication & Journalism at special events throughout the school and the university. They work for the benefit of the academic community and are committed to promoting the mission of Annenberg. For more information, visit our website <http://www-scf.usc.edu/~ascamba/home.html> or e-mail ascamba@usc.edu.

Annenberg Asian Student Network (AASN)

AASN provides valuable connections, as well as creates and expands professional networks for Annenberg students of all backgrounds, especially those of Asian and Asian Pacific American descent. Join the "AASN" Facebook group to stay informed about upcoming events. Contact aasn.usc@gmail.com for more information.



Annenberg Black Student Association (ABSA)

ABSA is dedicated to the recruitment, retention, academic advancement and career development of communication and journalism students of color. The organization hosts a variety of activities throughout the school year, including workshops and seminars, networking opportunities, leadership conferences and peer mentoring. Contact uscabsa@gmail.com for more information.

Annenberg Latino Student Association (ALSA)

ALSA is committed to promoting career and academic opportunities for Latino students in the fields of communication, journalism and public relations. The organization is also designed to provide a social network outside of the classroom. It also provides students the opportunity to volunteer in the community through its various outreach field trips. For more information, please contact usc.alsa@gmail.com.

Annenberg Student Communication Association (ASCA)

The purpose of ASCA is to explore and promote career and academic issues related to the field of communication. Contact asca@usc.edu or go to www-scf.usc.edu/~asca/ for more information.

Annenberg Radio News (ARN)

ARN is a live public radio-style newscast produced by students. Students cover local and community news under deadline pressure. For more information e-mail ascradio@usc.edu or visit our website www.annenbergradio.org.

Annenberg TV News (ATVN)

ATVN is a nightly half-hour newscast produced entirely by Annenberg students. Aspiring broadcast journalists get real-world experience covering campus, local, national and international news under deadline pressure. Contact atvn@usc.edu or go to www.atvn.org for more information.

Bamboo Offshoot

Bamboo Offshoot is a bimonthly publication featuring Asian Pacific American issues on campus and in the Los Angeles community. Students of any major can write, copy edit, design layouts, illustrate, manage the website or take photographs. For more information, contact bamboo@usc.edu. Visit our website at www-scf.usc.edu/~bamboo.

Black Voices

Black Voices is your chance to get involved in the only black student publication at USC. You can write, edit, work as a photographer, submit poetry or even work as a web designer. It is an online publication that is updated monthly. Earn learning lab credit for journalism core classes while working for a publication with a purpose. Visit www.blackvoicesonline.com for more information.



Daily Trojan

Become a part of USC's award-winning student newspaper. The *Daily Trojan* hires student writers, photographers, artists and editors each semester. All majors are welcome to apply. For more information, contact (213) 740-5667 or editor@dailytrojan.com, or go to www.dailytrojan.com.

El Rodeo

The yearbook, *El Rodeo*, provides a permanent pictorial and written record of each academic year at the university. The editors strive to highlight programs, student organizations and other particularly noteworthy influences on the campus and in the community. Contact (213) 740-2707, go to www.uscelrodeo.com or visit STU 404 for more information.

FAQ@A

Friends and Queers at Annenberg provides a welcoming environment within the Annenberg School for Communication & Journalism for students, faculty, staff and alumni interested in supporting and/or who identify with marginalized gender communities. FAQ@Annenberg works to heighten tolerance, visibility and knowledge of these communities through various networking events, scholarly and social programming, and other community building activities. For more information, contact queerASC@usc.edu.

International Association of Business Communicators (IABC)

IABC is a global network that provides the content, the credibility and the community to help communication professionals succeed in their careers. Contact Dr. Rebecca Weintraub at weintrau@usc.edu or visit the Los Angeles Chapter of IABC at la.iabc.com.

Intersections: The South Los Angeles Report

Intersections features a hyper-local website for the South Los Angeles community. Students can be involved two ways: 1) contribute multimedia reporting on stories of interest to the South L.A. community; and 2) sign up to mentor students in South L.A. high schools on journalism and news literacy. For more information e-mail southla@usc.edu or visit our website: www.intersectionssouthla.org.

IMPACT

The J-School's student-produced television newsmagazine gives students the opportunity to get hands-on experience in all aspects of TV newswriting and production. Contact Dan Birman at (213) 740-3927 or danbirman@birmanproductions.com for more information.

KSCR Student Radio

KSCR is USC's student-run radio station, with the best in underground, non-commercialized music played by talented disc jockeys. Contact (213) 740-KSCR (5727) or go to kscr.org for more information.

Lambda Pi Eta

Lambda Pi Eta is the honor society of the National Communication Association and is open to communication and journalism majors. Members must have at least a 3.0 cumulative GPA and a 3.25 Annenberg major GPA. Members must also have completed (or be currently registered for) 60 units, 12 of which must be in Annenberg. Contact maryann@usc.edu or go to www.scf.usc.edu/~lpe for more information.

Public Relations Student Society of America (PRSSA)

The Public Relations Student Society of America is the student affiliation of the professional organization Public Relations Society of America. This association offers students opportunity to network with working professionals through seminars, guest panel speaker events, field trips to agencies/companies, and an annual networking mixer. Contact prssa@usc.edu or go to www.uscprssa.org for more information.

Radio and Television News Directors Association (RTNDA)

The Radio and Television News Directors Association is the leading national organization dedicated to broadcast journalism. USC's student chapter hosts events that help broadcast students learn more about internships and career opportunities and network with professionals in the field. Contact rtnda@usc.edu for more information.



TriSight Communications

TriSight Communications is a public relations firm based at the USC's Annenberg School for Communication & Journalism. TriSight Communications works exclusively with non-profit and small business clients. Go to www.trisight.org for more information.

Trojan Debate Squad (TDS)

The Trojan Debate Squad is the USC organization devoted to teaching debate to students for over 125 years. It is one of the nation's leading collegiate debate programs. Annenberg faculty and graduate students teach debate to USC students from all degree programs. The Trojans compete in a range of events, but the primary emphasis is intercollegiate

policy debate and on-campus public debate. Contact Gordon Stables at stables@usc.edu or go to www.usctrojan Debate.com for more information.

Trojan Transfer Organization (TTO)

The purpose of this organization is to better acclimate transfer students at USC. The organization hopes to help transfer students integrate with other transfer students as well as the larger student body community academically, socially and personally. Contact trojantransfer@gmail.com for more information.

Trojan Vision

A service of the USC Annenberg Center, Trojan Vision is USC's student-operated television station. Broadcasting from the Robert Zemeckis Center for Digital Arts 24/7, Trojan Vision provides its staff with a hands-on learning experience in all areas of television, as well as the opportunity to have work broadcasted across the city and beyond. Students participating in Trojan Vision can earn two units of academic credit by enrolling in CTPR 409. Go to www.trojanvision.com for more information.

USC Student Organizations

On USC's Student Organizations website, students will find help on getting their student organization recognized, as well as the Student Organization Handbook, important forms and other services. Contact stuacts@usc.edu or go to sait.usc.edu/stuorgs for more information.



Additional Resources

**ANNENBERG RESOURCE CENTER, ASC 104,
(213) 740-8277**

WEBSITE: <http://annenberg.usc.edu/CurrentStudents/Resources/AbergResourceCtr.aspx>

The **Annenberg Resource Center** is a research and study area for Annenberg School students, faculty and staff. It was designed and set up to be just what it is titled: a resource center. The ARC is a restricted-circulation library housing various communication and journalism academic journals, periodicals, books, newsletters, trade publications and various reference works.

RESOURCES:

The ARC resources include some 5,800-plus books, 50-plus periodicals, video tapes and miscellaneous articles and news information. Also in the collection are selected reference items such as ASC faculty publications, course syllabi and doctoral dissertations.

JOURNALS/NEWSLETTERS

Communication Monographs, Harvard Business Review, Health Communication, Journalism & Mass Communication Quarterly, Paul Kagan Associates Newsletters, Philosophy and Rhetoric, Social Science Computer Review, Telecommunication Reports, etc.

PERIODICALS

Advertising Age, Adweek, American Demographics, American Journalism Review, Atlantic Monthly, AV Video, Broadcasting & Cable, Brill's Content, Business Week, Cablevision, The Chronicle of Higher Education, The Chronicle of Philanthropy, Columbia Journalism Review, The Economist, Editor and Publisher, Entertainment Weekly, Forbes, Hispanic, Hispanic Business, Hollywood Reporter, Internet World, KoreAm, Los Angeles Business Journal, Los Angeles Magazine, MacWorld, The Nation, Newsweek, The New Yorker, PC Computing, PCWeek, Public Relations Tactics, Publisher's Weekly, Satellite, Sports Illustrated, Strategist, Talk, Telecommunications, Telephony, Time Magazine, U.S. News and World Report, Vanity Fair, Variety, the Washington Post, Wired. Also available are daily newspapers: *Los Angeles Times, New York Times, Orange Co. Register, Sacramento Bee, USA Today, and Wall Street Journal.*

COMPUTER-BASED RESEARCH METHODS:

**Lexis-Nexis:* Online legal, news and business information service.

**ComSearch—3rd Edition:* Matlon Index to Academic Journals

*Computer links to USC Libraries, EBSCO Communication & Mass Media Complete, Homer, Proquest, Lexis-Nexis Academic UNIVerse, CIOS and other university electronic services.

VIDEO SCREENING AREA:

An in-house VHS video machine is available to screen videos provided by faculty members for course-related research purposes.

COURSE READINGS ON RESERVE:

Course readings, including handouts, articles and books will be placed on reserve throughout the semester.

PHOTOCOPIER: Available to students at five cents per page. The coin-operated machine has reduction and enlargement features.

ANNENBERG COMPUTER LABS

The Annenberg School for Communication has two convenient computer labs for student use. All students are required to have an “A” sticker on their USC ID card to access computer labs and free printing. Stickers are available at Facilities and Technologies (ASC 223). For computer lab hours, please contact:

ASC Digital Lab	ASC 229	For technology help, please contact:
Ph: (213) 740-3919	Ph: (213) 740-5297	Ph: (213) 740-3901

MyUSC – UNIVERSITY PORTAL

WEBSITE: my.usc.edu



MyUSC is the university's portal, designed to give students, faculty and staff personalized access to wide-ranging campus resources in a single location.

With MyUSC you can customize what you can see and do in the portal based on your personal preferences and interests.

One-click access to a growing number of USC's online services, including e-mail, OASIS, web registration, directories and Blackboard.

ANNENBERG TAB



Within MyUSC, there is an Annenberg tab. This is a venue for postings of all Annenberg related events. Students are encouraged to view this tab daily for all upcoming events.

ANNENBERG ADVISING FACEBOOK



You can also join us on Facebook under USC Annenberg Undergraduate Advisement for all Annenberg related upcoming events.

CENTER FOR ACADEMIC SUPPORT, STU 301, (213) 740-0776

WEBSITE: www.usc.edu/student-affairs/asn

E-MAIL: study@usc.edu

The Center for Academic Support is the central resource and referral agency for learning enrichment at USC. Upper division students, graduate students, faculty, staff and volunteers at USC coordinate a program of mentoring and academic enrichment in a university-wide effort to address student needs.

Academic Support contributes a collaborative approach to learning within the academic community. We offer learning assistance and tutoring in various subjects for USC students at selected locations on campus, including residential sites. Academic success seminars and workshops are scheduled throughout the academic year and include:

- Time Management
- Note-taking
- Power Reading
- Writing Papers
- Memory Enhancement
- Exam-taking Strategies
- Test-taking Anxiety
- Thinking Skills in Problem Solving



WRITING CENTER, THH 321, (213) 740-3691

WEBSITE: www.usc.edu/schools/college/writingcenter

E-MAIL: writing@usc.edu

The Writing Center is the USC Writing Program's consulting service to the whole university, providing one-on-one consultations and small-group workshops to help students—of all abilities—to improve their critical thinking and writing skills.



HELPFUL WEBSITES FOR ANNENBERG STUDENTS

Course Syllabi: annenbergl.usc.edu/currentstudents/resources/syllabi.aspx

Faculty Bios: annenbergl.usc.edu/faculty.aspx

Frequently Asked Questions from Annenberg Students:

Communication: annenbergl.usc.edu/currentstudents/ugstudentsvcs/comm/commfaq.aspx

Journalism: annenbergl.usc.edu/currentstudents/ugstudentsvcs/jour/jourfaq.aspx

Upcoming Events



CALIFORNIA DREAMIN' @ ANNENBERG

**Thursday, August 19, 2010
12:30 – 2 p.m.
Founder's Park**

Dean Ernest J. Wilson III invites new communication and journalism students to grab your sun block and surf over to California Dreamin' @ Annenberg. Enjoy food and Beach Boys tunes while meeting faculty, staff and fellow students. Visit student organization booths and learn about exciting academic opportunities and extracurricular activities while soaking up the California sun. The afternoon includes tours of our classrooms, broadcast facilities and newsrooms.

For more information, visit <http://annenberg.usc.edu> or call (213) 821-3015.



NEW STUDENT WELCOME

**Tuesday, September 21, 2010
2 – 3:30 p.m.
ASC West Lobby**



We cordially invite you to the 2010 New Student Welcome

Come out for snacks, games and prizes, along with a chance to mix and mingle with other new Annenberg student and the undergraduate advisement staff!