

John M. Phelan, Ph.D.
Director

James A. Capo, Ph.D.
Associate Director

Everett C. Parker, L.H.D.
Senior Research Associate

October 14, 1992

Professor George Gerbner
Dean Emeritus
The Annenberg School of Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104



Dear George,

Herewith is a new brochure about our mandate, programs and projects at Fordham.

You may not recall, but when I was a young Jesuit in 1968, appointed to rearrange the Fordham department after McLuhan's lightning flash, I traveled to Walnut Street to get your advice which I followed and which I passed on to the seven successors since.

So right now I seek your sincere opinion about the why and wherefores of the McGannon Center. We do believe it uniquely meets a neglected but vital end: to make explicit the moral dimensions that are in everything that humans do, especially in areas where faults and virtues are often written off to the allegedly impersonal demands of the market or system.

If you agree, I would like to hear from you to that effect. Your opinion carries much weight. If you disagree, whether I like it or not, I have even more need to hear from you.

All the best in your continuing whirlwind of global gadflying!

As ever,



The Donald McGannon Communication Research Center



At Fordham University

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495	496	497	498	499	500	501	502	503	504	505	506	507	508	509	510	511	512	513	514	515	516	517	518	519	520	521	522	523	524	525	526	527	528	529	530	531	532	533	534	535	536	537	538	539	540	541	542	543	544	545	546	547	548	549	550	551	552	553	554	555	556	557	558	559	560	561	562	563	564	565	566	567	568	569	570	571	572	573	574	575	576	577	578	579	580	581	582	583	584	585	586	587	588	589	590	591	592	593	594	595	596	597	598	599	600	601	602	603	604	605	606	607	608	609	610	611	612	613	614	615	616	617	618	619	620	621	622	623	624	625	626	627	628	629	630	631	632	633	634	635	636	637	638	639	640	641	642	643	644	645	646	647	648	649	650	651	652	653	654	655	656	657	658	659	660	661	662	663	664	665	666	667	668	669	670	671	672	673	674	675	676	677	678	679	680	681	682	683	684	685	686	687	688	689	690	691	692	693	694	695	696	697	698	699	700	701	702	703	704	705	706	707	708	709	710	711	712	713	714	715	716	717	718	719	720	721	722	723	724	725	726	727	728	729	730	731	732	733	734	735	736	737	738	739	740	741	742	743	744	745	746	747	748	749	750	751	752	753	754	755	756	757	758	759	760	761	762	763	764	765	766	767	768	769	770	771	772	773	774	775	776	777	778	779	780	781	782	783	784	785	786	787	788	789	790	791	792	793	794	795	796	797	798	799	800	801	802	803	804	805	806	807	808	809	810	811	812	813	814	815	816	817	818	819	820	821	822	823	824	825	826	827	828	829	830	831	832	833	834	835	836	837	838	839	840	841	842	843	844	845	846	847	848	849	850	851	852	853	854	855	856	857	858	859	860	861	862	863	864	865	866	867	868	869	870	871	872	873	874	875	876	877	878	879	880	881	882	883	884	885	886	887	888	889	890	891	892	893	894	895	896	897	898	899	900	901	902	903	904	905	906	907	908	909	910	911	912	913	914	915	916	917	918	919	920	921	922	923	924	925	926	927	928	929	930	931	932	933	934	935	936	937	938	939	940	941	942	943	944	945	946	947	948	949	950	951	952	953	954	955	956	957	958	959	960	961	962	963	964	965	966	967	968	969	970	971	972	973	974	975	976	977	978	979	980	981	982	983	984	985	986	987	988	989	990	991	992	993	994	995	996	997	998	999	1000
---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	------

GOALS AND PURPOSE 1

DONALD H. MCGANNON LECTURES 4

POLICY RESEARCH AWARD 5

RESEARCH STIPENDS 8

RESEARCH PROJECTS 9

OFFICERS 12

GOALS AND PURPOSE



The current dissatisfaction with all the branches of government and particularly with regulatory agencies springs from the perception that private or special interests take precedence over the national or public interest. Unlike the narrow clarity of special interests, the public interest is not always clear, since it often involves competing and conflicting values. It is the virtue of ethics to sort out a disinterested priority of human values, relying on a variety of disciplines and philosophical heritages. No policy can be made to serve the public interest if the public interest is neither clearly discerned nor passionately sought.

In no area is this more true than in that of mass media and public telecommunications, whose early government charters specifically point to the public interest as a guiding norm for policy. The Donald McGannon Center is dedicated to fostering a clear vision of the public interest in the tangled politics of developing communications technologies and government regulation by two correlative means:

- (1) disinterested research and
- (2) dissemination of the results of the research to all members of the public policy community.

**WHY
POLICY AND ETHICS?**

**WHY
COMMUNICATIONS
RESEARCH?**



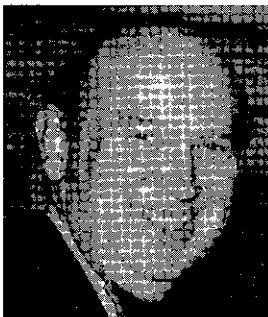
GOALS AND PURPOSE

WHY DONALD MCGANNON?

Donald H. McGannon was an alumnus of Fordham College and Fordham Law School who joined the Westinghouse Broadcasting Company (Group W) as General Executive in 1955 and retired as Chairman of the Board and CEO after a distinguished career of public service as well as corporate leadership.

Donald McGannon would have been distinguished for public service if he had only been known for his donation of time, energy and money to scores of charitable organizations and universities, particularly his work with the Urban League, which emphasized employment opportunities for minorities. But it was as a communications executive as well as a civic-minded citizen that he was particularly outstanding in fighting for the rights of minorities and women with management, for the rights of individual stations against networks, and for the rights of broadcasters in the public sphere. Unlike many others, Donald McGannon balanced his advocacy with an uncompromising insistence on the ethical obligations of communicators, as both business people and as the Fourth Estate, to serve the public interest.

Tragically, Donald McGannon's career was cut short by Alzheimer's disease in 1984. At the suggestion of Everett Parker, the distinguished public service media monitor who was responsible for public input into many FCC decisions, McGannon's successors at Westinghouse, first Daniel Ritchie, and then the incumbent Chairman and CEO, Burton B. Staniar, agreed to help Fordham establish a research center that would carry on the influence and ideals so admirably embodied in Donald McGannon's years at Westinghouse and among his fellow citizens in and outside of broadcasting. Fordham University President Father Joseph O'Hare, S.J., graciously approved of the arrangement.



DONALD MCGANNON
1920-1984



Broadcasting remains a vital and central part of American cultural and political life, but nowadays it is one of a growing family of mass and specialized media that reach every aspect of life through sound and picture, print and printouts: telecommunications.

The policies that develop and govern the use of this mammoth enterprise must be guided by the human values of ethics that describe the abiding public interest. The Donald McGannon Communication Research Center for the Study of Issues in Policy and Ethics is designed to motivate and maintain that process.

As a practical matter, the Center accomplishes this mandate by supporting projects and research distributed among five programs that address one or more of four policy-ethics questions:

- ❖ What new concepts of the human community are being promoted by the diffusion and adaptation of new technologies of communication?
 - ❖ In these communication contexts, how do professional communicators affect ethical standards and moral criteria on the local, the regional and, finally, the global scale?
 - ❖ How should an articulated public interest affect the structure of the new telecommunications industries?
 - ❖ What institutional structures can help media and telecommunication industries respond to legitimate special interests with safeguards for the public interest?
-
- ❖ Public lectures from distinguished members of the communications policy community.
 - ❖ Awards for outstanding published research.
 - ❖ Research projects conducted by the Center itself.
 - ❖ Stipends for researchers who propose projects to the Center.
 - ❖ Colloquia and other forum arrangements for leading members of the communications policy and research communities.

THE MANDATE

MEETING THE MANDATE

QUESTIONS

PROGRAMS



DONALD H. MCGANNON LECTURES

Supported by a ten-year grant from the Westinghouse Broadcasting Company, Inc. and named for Donald H. McGannon, former Chair and CEO of Westinghouse Broadcasting (Group W), each annual lecture addresses the central concerns of the Center with communications ethics and public policy.

1988

The Media's Social Contract With America

Rev. Robert F. Drinan, S.J.

Professor of Law

Georgetown University Law Center

U.S. Congressman (D-MA.) 1971-81

1989

American Telecommunications in the Global Marketplace

Hon. Edward J. Markey

U.S. Congressional Representative from Massachusetts (D)

Chair, House Subcommittee on Telecommunications and Finance

1990

American Prospects for High Definition Television

Richard E. Wiley, Esq.

Senior Partner, Wiley, Rein & Fielding

Washington, D.C.

Former Chair, Federal Communications Commission

1991

Lobbying for Better Children's Television

Ms. Peggy Charren

Founder and President

Action for Children's Television (ACT)

1992

Public Interest Safeguards For Tomorrow's Programming

Lawrence Grossman

Former President, Public Broadcasting System

Former President, NBC News

1993

The Electronic Media: Managing The New Operating Realities of the Nineties

Burton B. Staniar

Chairman and CEO

Westinghouse Broadcasting Company, Inc.



The Center presents \$2,000 annually to the winner of its Award for Social and Ethical Relevance in Communication Policy Research, based on the choice of judges chosen by the Center for their eminence in the field of media studies or communication research. Past panels of judges have included Anne Branscombe (Harvard), James Carey (Illinois), Peter Clarke (USC), Todd Gitlin (UC, Berkeley), John Merrill (Louisiana State), Willard Rowland (Colorado), Michael Schudson (UC, San Diego), Sanford Ungar (American), Brian Winston (Penn State).

The methodology of the research can be philosophical, historical, statistical or scientific. Center Director John M. Phelan administers the Award Program.

Dennis K. Davis, professor of Speech Communications at Southern Illinois University, and **John P. Robinson**, director of the Survey Research Center at the University of Maryland, College Park, for **Newsflow and Democratic Society in an Age of Electronic Media** which was published as a chapter in **PUBLIC COMMUNICATION AND BEHAVIOR**, edited by George Comstock (New York: Academic Press, 1989).

Davis and Robinson raise the question, "Why has technology failed to solve the problem of public ignorance?" After a review of research on newsflow and audience learning, they write, "Cheap and easy access to attractive new forms of information via television doesn't appear to have produced sharp increases in public knowledge about the social and political environment."

Judges of the Award felt the winning submission had "a direct and nitty-gritty relevance to news organization policy." Phelan described the work as a "comprehensive overview of all the scientific interpretations of the way ordinary people absorb and understand news reports. They have also taken a stand on what they think is wrong about the way news is presented on television."

AWARD WINNERS

1987



POLICY RESEARCH AWARD

1988

David Waterman, professor, Annenberg School of Communications at the University of Southern California, for **World Television Trade: The Economic Effects of Privatization and New Technology**, in *TELECOMMUNICATIONS POLICY*, June 1988.

Waterman explores the potential impact of the expansion and privatization of broadcast systems in western Europe and Japan. A common, and not unfounded, fear is that American films and programming will come to dominate privately owned broadcast systems. Waterman asks the question, "What will be the long-term effects of this unleashing of new technology and free market forces on the program menus of television systems throughout the world?"

Waterman's researched answer is that, "Although the increased presence of U.S. programming worldwide is inevitable, new opportunities for domestic production within U.S. trading partner nations are being created in the process."

1989

Theodore L. Glasser, professor of communications at Stanford University, and **James S. Ettema**, professor of communication studies at Northwestern University, for **Investigative Journalism and the Moral Order**, in *CRITICAL STUDIES IN MASS COMMUNICATION*, March 1989.

Starting with interviews of several distinguished investigative journalists to learn how they achieve objective reporting while working from a "watchdog's" perspective, Glasser and Ettema examine the journalistic conflict of being both a detached reporter of fact and a community's "custodian of conscience."

They thus lay the groundwork for the rest of us to see how journalism has a central role in "constructing consensus."

POLICY RESEARCH AWARD



Robert Britt Horwitz, professor of communication at the University of California, San Diego, for *The Deregulation of Telecommunications* from his *THE IRONY OF REGULATORY REFORM* (New York: Oxford University Press, 1989).

In terms of its common carrier services and broadcasting, Horwitz explains the unique factors which make telecommunications deregulation so fraught with ethical consequences for the fundamental freedom of speech: the technologies, the at times rival powers of regulatory agencies and of Congress, all in the milieu of the judiciary's handling of the anti-trust consequences of deregulation.

Andrew Calabrese, professor of communications at Purdue University, for *The Periphery in the Center: The Information Age and the 'Good Life' in Rural America*, in *GAZETTE: THE INTERNATIONAL JOURNAL OF MASS COMMUNICATION STUDIES*, December 1991.

Calabrese examines the concept that advanced communications technology has made both feasible and increasingly popular, "the high-tech pastoral ideal" of being able to live and work in rural areas without being cut off from urban business centers by telecommuting along information highways. Calabrese casts doubt on the democracy of this ideal by examining the social history of the introduction of the telephone to rural America. He then offers a public policy which will ensure a benefit for the rural communities, while requiring a commitment from businesses: companies should match public funds with private funds in order to construct a community-owned-and-controlled telecommunication infrastructure.

1990

1991



RESEARCH STIPENDS

Modest but focussed financial stipends are awarded, after outside independent peer review, to research proposals relevant to the Center's mandate. This is the only international, university-based effort to elicit and award such proposals via a refereed, competitive process. The range of investigated areas covered by the following stipends has proven wider than anticipated and is itself a research finding. The program is administered by Center Associate Director James A. Capo.

- ❖ *Mark Fackler* (Wheaton College), *Clifford Christians* (U. of Illinois at Urbana-Champaign) and *Thomas Blantz* (U. of Notre Dame) for **The Search for a Theologically Based Public Philosophy**. March 1987.
- ❖ *Stella F. Shields* (SUNY-Buffalo) for **Development of a Methodology for the Analysis of Transborder Flow**. November 1987.
- ❖ *Dianne Lynne Cherry* (University of Massachusetts) for **Peoples of Color in American Journalism: Representative Ethics in Contemporary News Media Practice**. January 1988.
- ❖ *James R. Miller* (Hampshire College) for **Giving the Communes a Voice: Dilemmas and Contradictions in French Local Radio**. June 1988.
- ❖ *Robert W. Kubey* (Rutgers U.) for **Ethical Dilemmas Among Television Practitioners**. October 1988.
- ❖ *James Lemert* (University of Oregon) for **A Time-Series Analysis of the 1988 Presidential Debates and News Coverage of Them**. October 1988.
- ❖ *Mark Fackler* (Wheaton College), *Clifford Christians* (U. of Illinois at Urbana-Champaign) and *John Ferre* (U. of Louisville, KY) for **Community, Personhood and the Press: A Social Ethics of the News Media**. October 1988.
- ❖ *Patricia Aufderheide* (American University) for **The Fairness Doctrine: Debate and Evidence**. May 1989.
- ❖ *Patricia Aufderheide* (American University) for **Cable Television and the Public Interest**. December 1991.
- ❖ *Jean Ward* and *Kathleen Hansen* (University of Minnesota) for **Electronic News Libraries and Citizen Access**. June 1990.
- ❖ *Jay Rosen* (New York University) for **The Newspaper as an Advocate of Public Discussion**. September 1991.

Allied with this program are the Center's 1991 and 1992 subventions to Emerson College in Boston for the publication of MEDIA ETHICS UPDATE issues pertinent to the Center's mandate. The newsletter is published by Thomas Cooper and edited by John Michael Kitross and Eric Fenn Elbot.



A long term on-site analysis of the governmental policies, oppositionist values, censorship techniques, and the local ecology of dissent in all the mainstream and alternative media of South Africa, from state-owned and operated television to black township protest theater. The study also teased out the global implications of the apartheid media struggle for freedom of expression, political and religious dissent on both the North-South and East-West grids of conflict. Done in conjunction with a travel grant from the World Association of Christian Communicators and a Research Affiliation with the Yale-Wesleyan Southern Africa Research Project, the study culminated in a Chicago Review Press hard/paperback book of the same title, invited testimony before the House Foreign Affairs Subcommittee on Africa, and numerous presentations at Columbia, Yale, on CNN and other radio and cable outlets. Center Director John M. Phelan directed, authored and represented the project.

Anthony Heard's personal memoir of sixteen years of professional journalism in opposition to government policies in South Africa. Distinguished editor of *THE CAPE TIMES* and winner of many local South African press awards, Heard culminated his career by being sentenced to jail for illegally printing on the front page his illegal interview with Oliver Tambo, then exiled leader of the then outlawed African National Congress. Heard worked on the Center grant while a Niemann Fellow at Harvard.

Comments filed with the Federal Communications Commission in its Rule-making to implement the Children's Television Act of 1990 under instructions from Congress. Professor Dale Kunkel of Indiana University, an expert on media effects on the psychology of children, conducted a research review of the impact of commercially motivated programming on the values and outlook of these especially vulnerable television viewers. Recommendations were made for Rules that the FCC should adopt to protect the interests and welfare of children. Kunkel's project, **Children's Television Programming and Commercialization Policies**, was guided by Center Senior Research Associate Everett C. Parker.

A reflective essay on the relationship between television programming and American ethical values, both a review and a partial revision of the research literature. Published in volume eighteen of *THE CATHOLIC ENCYCLOPEDIA*. Researched and written by Associate Director James A. Capo.

**APARTHEID MEDIA:
DISINFORMATION
AND DISSENT IN
SOUTH AFRICA**

**PRESS FREEDOM
UNDER SIEGE:
THE SOUTH AFRICAN
FRONT**

**FCC CHILDREN'S
TELEVISION POLICY**

**TELEVISION AND
ETHICAL VALUES**



RESEARCH PROJECTS

COMMERCIAL TELEVISION CAMPAIGNS AND THE PUBLIC INTEREST

A study of national public service campaigns with on-site visits to three local Group W markets: Boston, Pittsburgh, and San Francisco. The final report, **Good Causes As Goods: Commercial Television Campaigns And The Public Interest** is available from the Center at cost. Parts of the research have been published as **Selling Consent** in Routledge's COMMUNICATION AND THE CITIZEN (eds. Dahlgren & Sparks, 1991) and MEDIA MEDICINE (Address to Faculty and Alumni of Columbia University's College of Physicians and Surgeons, 1991). Center Director John M. Phelan was principal investigator and author of reports and other publications. Funded by the Westinghouse Broadcasting Company, Inc.

FIBER OPTICS TO THE HOME

Survey research of community activists, public interest and religious leaders on the public policy implications of fiber-optic distribution of communication services to the private home and service institutions. Everett Parker, Center Senior Research Associate, and Warren Braren directed the research and authored the report, **Public Group Leadership Survey: Fiber Optics to the Home**. Funded by Bell Atlantic.

CONVERSATIONS ON COMMUNICATION POLICY AND ETHICS

Support for a series of policy maker conversations at Fordham's Lincoln Center campus. Discussion topics and presentations focus on national policy proposals for the converging media of modern telecommunications that serve the public interest. Participants include media scholars, communication attorneys, cable owners, FCC officials, a former network president, public interest advocates, media watchdog activists and others with standing and expertise in the policy-making community. Led by Henry Geller, Esq., of the Annenberg Media Project, and Everett Parker, the informal conversations are being analyzed and edited by James A. Capo for Center dissemination with the agreement of participants.

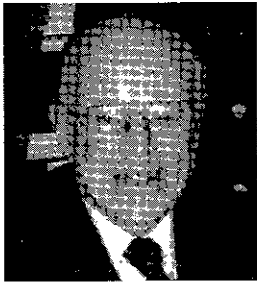


Participants at Fordham University's Lincoln Center campus on February 27, 1988 included Loretta Hobbs from the Corporation for Public Broadcasting, Charles Kelley from the Federal Communication Commission, Sheila Stainback, WPIX-TV New York co-anchor, and Jeri Love, WINS-AM news director. Professor Robin Andersen of Fordham's Rose Hill Communications Department convened the roundtable. Funded by the Foundation for Minority Interests in Media, Inc.

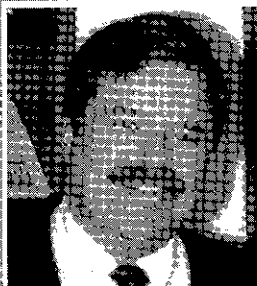
Support for a study of television hiring practices and the status of minorities and women in broadcasting. Directed by Center Senior Research Associate Everett Parker, statistical analysis for the final report was performed by professor Edward Wachtel of Fordham's Rose Hill Communications Department. Funded by the Office of Communication, United Church of Christ.

ROUNDTABLE CONFERENCE TO ENHANCE THE NUMBER AND STATUS OF MINORITY WOMEN IN THE MEDIA

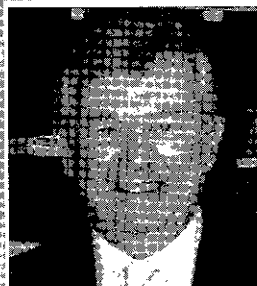
TELEVISION HIRING PRACTICES 1980-85



EVERETT C. PARKER
SENIOR
RESEARCH ASSOCIATE



JAMES A. CAPO
ASSOCIATE DIRECTOR



JOHN M. PHELAN
DIRECTOR

Former director of the Office of Communication of the United Church of Christ, Parker, for over 30 years, spearheaded the telecommunications consumer movement and lent his considerable weight and prestige toward promoting equal opportunities for minorities and women in all media employment. As a media watchdog and public-interest lobbyist, a frequent and effective presence at Congressional and agency hearings, Parker was instrumental in the formulation and enactment of numerous laws and regulations and five major Federal Court decisions that gave the public standing in FCC regulatory proceedings and insured community service as a requirement for FCC broadcast license renewal.

Current director of Fordham's Public Communications Graduate Program and former chair of the Communications Department, Capo holds a doctorate in Ethics and Society from the University of Chicago. His analysis of media and values have been published in THE CATHOLIC ENCYCLOPEDIA, MEDIA DEVELOPMENT, CRITICAL STUDIES IN MASS COMMUNICATION, and JOURNALISM QUARTERLY. Capo also serves as telecommunications activist consultant to a number of public interest groups and is currently convener of the Center's public interest and media professionals conference panel.

Professor of Communications, Phelan came to Fordham as Chairman of the Communications Department in the sixties when Marshall McLuhan was Schweitzer Professor of Communications. Phelan redesigned the entire curriculum at that time and later designed and founded the current graduate program in public communications. Among his major books are MEDIAWORLD: PROGRAMMING THE PUBLIC (1977), DISENCHANTMENT: MEANING AND MORALITY IN THE MEDIA (1980), and APARTHEID MEDIA: DISINFORMATION AND DISSENT IN SOUTH AFRICA (1987). Since 1989 Phelan has delivered weekly radio commentary on MonitoRadio from WFUV-FM (New York) under the series title, THE POLITICS OF MEDIA. Recent work has been included in addresses in Dubrovnik, Madrid, Atlanta and New York and has appeared in international collections and encyclopedias.

◆◆◆
The Officers of the Center deeply appreciate the cooperation and support of Fordham University, particularly of its President, Rev. Joseph O'Hare, S.J., and of the Vice President for Planning and Budget, Dr. John W. Healey.

The Center gratefully acknowledges the support of Group W (Westinghouse Broadcasting Co.), Capital Cities/ABC, AT&T, Bell Atlantic, The New York Times Co. Foundation, the Philip Graham Fund and generous individuals.

The Center invites further corporate, foundation, and individual support.

Please write Dr. John M. Phelan, Director, The Donald McGannon Communication Research Center, Fordham University, Bronx, NY 10458.



John M. Phelan, Ph.D.
Director

James A. Capo, Ph.D.
Associate Director

Everett C. Parker, L.H.D.
Senior Research Associate