

## INTRODUCTION

**T**HE LEADERSHIP INSTITUTE for Journalism and Mass Communication Education is an annual summer program of The Freedom Forum Media Studies Center, formerly the Gannett Center for Media Studies.

During the week-long Institute, deans, chairs, program directors, and others from journalism and mass communication schools across the country can share insights and ideas on educational leadership in journalism.

The Leadership Institute, which began in 1985, is a unique program that was developed to help administrators explore more fully the problems and issues they face as leaders in journalism and communication education.

The Freedom Forum  
Media Studies Center

Columbia University

2950 Broadway

New York, NY 10027

First Class Mail

Leadership Institute

*for*

JOURNALISM AND

MASS COMMUNICATION

EDUCATION

The Freedom Forum Media Studies Center

At Columbia University in the City of New York

### THREE ASPECTS OF LEADERSHIP

**T**HE PROGRAM focuses on three aspects of effective administration in journalism and mass communication education—intellectual leadership, academic leadership and professional leadership:

**INTELLECTUAL LEADERSHIP.** Starting from the premise that the administrator is a stimulator and promoter of ideas, these sessions center on intellectual trends, research, faculty development and connections with other disciplines.

**ACADEMIC LEADERSHIP.** This part of the program examines how to work most effectively within the structure of the university. Topics include paths to higher administrative positions, fiscal management, performance counseling and legal trends.

**PROFESSIONAL LEADERSHIP.** The service functions of journalism/communication schools that have special professional ties—as well as the educator's role as a media critic and commentator—are considered. These sessions also emphasize the necessary and mutually beneficial partnership between media education and the media themselves.

### SEMINAR PROGRAM

**I**NTENSIVE DISCUSSIONS focus on the "concept" and "context" of administration, including workaday practical concerns. Leading educators, working journalists, media scholars and other specialists conduct the seminars.

Past Institute sessions have dealt with affirmative action and minority concerns, managing change and building bridges between the academy and industry.

### PAST SPEAKERS

#### LEADERSHIP INSTITUTE SPEAKERS

Have included:\*

John Brademas, president, New York University

Peter Buchanan, vice president for university development, Columbia University

Gene A. Budig, chancellor, University of Kansas

John Burness, senior vice president for public affairs, Duke University

James W. Carey, dean, College of Communication, University of Illinois

Richard M. Cyert, president emeritus, Carnegie Mellon University, and president, Carnegie-Bosch Institute

Lois DeFleur, provost, University of Missouri

Thomas Ehrlich, president, Indiana University

Michael Fancher, executive editor, *Seattle Times*

Jeff Greenfield, correspondent, "Nightline," ABC News

Stephen Hess, senior fellow, Brookings Institution

Shirley Kenny, president, Queens College, CUNY

Gerald M. Levin, executive vice president, Time Inc.

C. Peter Magrath, president, University of Missouri

Amy S. McCombs, president and general manager, KRON-TV, San Francisco

Johnathan Rodgers, vice president/general manager, WBBM-TV, Chicago

Felice N. Schwartz, president, Catalyst

Donna Shalala, president, Hunter College, CUNY

John M. Stewart, director, McKinsey & Company Inc.

Clifton R. Wharton Jr., chairman and chief executive officer, TIAA CREF

Abraham Zaleznik, Konosuke Matsushita Professor of Leadership, Harvard Business School

\*All titles and affiliations are at the time of the event.

### HOW TO APPLY

**D**EANS, DIRECTORS AND CHAIRS—as well as deputy directors, professors, media professionals and others aspiring to administrative posts in journalism and mass communication education—are welcome to apply. The Center also accepts nominations. We encourage applications and nominations of women and minorities.

Application letters or nominations should reach the Center before the end of March each year. Unsuccessful applicants from previous years are advised to reapply. Selected applicants and nominees (about 20) are announced in early May.

Travel, lodging and some meals are paid for by the Center.

### ABOUT THE CENTER

**T**HE FREEDOM FORUM MEDIA STUDIES CENTER, an operating program of The Freedom Forum of Arlington, Virginia, is the nation's first institute for the advanced study of mass communication and technological change.

Through a variety of programs, the Center seeks to enhance media professionalism, foster greater public understanding of how the media work, strengthen journalism practice and education, and examine the effects of mass communication and communications technology on society.

Among Center programs are residential fellowships, seminars, conferences, and communications and technology studies, including a research and demonstration technology laboratory.

*For more information contact:*

The Freedom Forum Media Studies Center  
Columbia University  
2950 Broadway  
New York, NY 10027  
(212) 280-8392

## INTRODUCTION

**T**HE TECHNOLOGY STUDIES PROGRAM of The Freedom Forum Media Studies Center, formerly the Gannett Center for Media Studies, fosters an understanding of the confluence of invention and journalism, of industrial innovation and government regulation, brought on by the speed of technological change.

Today, audiences choose from a seemingly infinite variety of news, advertising and entertainment sources, while publishers and broadcasters increasingly use computers and data channels during production of both print and electronic media.

The inevitable impact of these changes on the structure of media industries, on their workers and on the public raises fundamental constitutional, economic, social and political issues.

As well, it sets an agenda for communications research and the continuing education of journalism and mass communication professionals and educators.

**The Freedom Forum  
Media Studies Center**

Columbia University  
2950 Broadway  
New York, NY 10027

First Class Mail

# Technology Studies Seminar

*for* EDUCATORS  
IN JOURNALISM AND  
MASS COMMUNICATION

The Freedom Forum Media Studies Center  
At Columbia University in the City of New York

**M**ASS COMMUNICATION EDUCATORS come to the Center to explore the implications of new technology for the newsroom and for society.

Drawing upon the scholarly and professional literature, they work to codify into a "conceptual map" what we know about technology and the media.

They define and address the major issues raised for the mass media by the onrush of technology.

They make a direct "hands-on" connection with the technologies they study in the Center's Technology Laboratory, and in visits to major media facilities.

Through these efforts they develop ideas and applications to take back to their campuses.

TECHNOLOGY PROGRAM

SPEAKERS\* HAVE INCLUDED:

Julius Barnathan, senior vice president,  
Technology and Strategic Planning, Capital  
Cities/ABC

Anne Branscomb, research affiliate, Program on  
Information Resources Policy, Harvard  
University

Tom Brokaw, anchor and managing editor, NBC  
"Nightly News"

John Carey, director, Greystone Communications  
Adam Clayton Powell III, technology expert and  
television executive

Allan Siegal, assistant managing editor, *New York  
Times*

\*All titles and affiliations are at the time of the event.

HOW TO APPLY

**O**UTSTANDING JOURNALISM and communication educators with a special interest in technology are welcome to apply.

Deans, directors and chairs may submit nominations of faculty members, regardless of rank, who will make immediate use of the seminar in their teaching, research and service.

We encourage applications and nominations of women and minorities. Applicants and nominees will be considered for the next available seminar, of which there are usually several each year.

Costs for the seminar are underwritten by the Center.

ABOUT THE CENTER

**T**HE FREEDOM FORUM MEDIA STUDIES CENTER, an operating program of The Freedom Forum of Arlington, Virginia, is the nation's first institute for the advanced study of mass communication and technological change.

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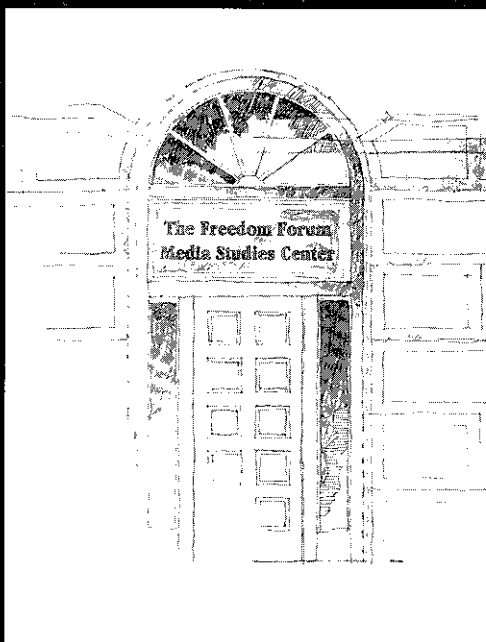
Among Center programs are residential fellowships, seminars, conferences, and communications and technology studies, including a research and demonstration technology laboratory.

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# The Freedom Forum Media Studies Center

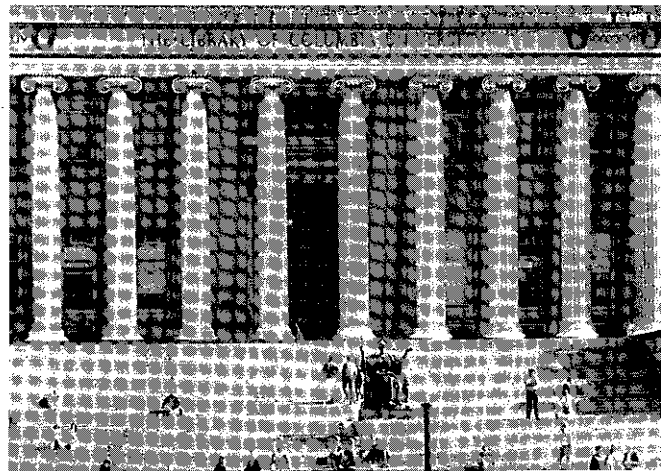
Residential Fellows Program  
Conferences and Seminars  
Technology Studies  
Publications



At Columbia University in the City of New York

The Freedom Forum Media Studies Center, established in March 1985 as the Gannett Center for Media Studies, is the nation's first institute for the advanced study of mass communication and technological change. Located on the campus of Columbia University in the City of New York, the Center seeks to promote media professionalism, foster greater public understanding of how the media work, strengthen journalism practice and education, and examine the effects of mass communication and communication technology on society.

The Center's three main programs—residential fellowships, conferences and seminars, and technology studies—promote mutually beneficial exchanges between communication scholars and the media and communication-technology industries throughout the world, with particular emphasis placed on the New York metropolitan area and its concentration of media-industry leaders. A charter principle of the Center is that these exchanges should engage and have meaningful consequences for the public.



Columbia University's Low Library

The Center also operates a substantial publications program, including the *Media Studies Journal*, a thematic quarterly for informed commentary on media and public affairs. In addition, the Center

publishes books, research papers, reports, speeches and its award-winning monthly newsletter, *Communiqué*.

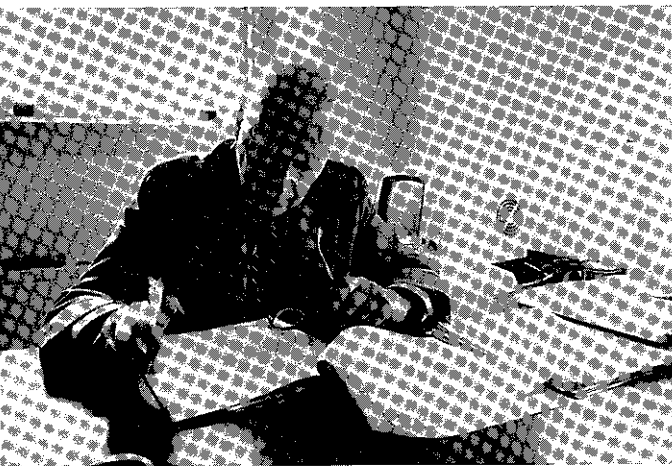
The Freedom Forum Media Studies Center is an operating program of The Freedom Forum in Arlington, Virginia, and as such is responsible to the parent foundation's board of trustees. A National Advisory Committee, which meets quarterly and is composed of representatives from higher education, the mass media, The Freedom Forum and the private sector, provides programmatic and scholarly direction.

The Center's executive director is Everette E. Dennis, an author, educator and frequent commentator on media issues. In addition to his duties at the Center, Dennis is a vice president of The Freedom Forum.

## CENTER PROGRAMS

### RESIDENTIAL FELLOWS PROGRAM

Each year the Center awards 12 to 15 residential fellowships to media professionals from print and broadcast organizations, journalism and mass communication educators, and scholars from other fields interested in systematic research or professional projects on important media topics. The fellowship program is among the most competitive



Senior Fellow Ernest Leiser

anywhere, and attracts people of the highest caliber from the academy and industry.

Fellowships are of three types: *senior fellowships* are awarded to veteran media professionals and distinguished senior scholars with substantial national or international reputations; *fellowships* are for accomplished midcareer journalists and educators; and *research fellowships* are awarded to promising persons with five to eight years' experience.

Fellowships at all levels are awarded on the basis of the quality of applicants' proposed projects, their ability to carry out the work, and the relevance of their projects to the resources of the



Research Fellow Beverly Shepard

Center, Columbia University and the New York area. The Center gives priority to projects within its research agenda that can make a difference for individual fellows in their careers and the institutions from which they come. The Center therefore prefers broad-based, great-issue projects to narrow, single-topic studies.

Center fellows are in residence full time for three months to a year, and their work typically results in major books, monographs, computer software, training programs or other contributions to research or professionalism. They participate in weekly seminars given by industry and scholarly leaders as well as fellows themselves.

In addition to their work on individual projects, fellows often speak to students and faculty at Columbia University and at major industry and educational conferences. They are frequently quoted in the press and appear on television to discuss media issues.

The deadline for fellowship applications is February 1 of each year; awards are announced in April. Fellowships underwrite salary or sabbatical support, and typically include a housing allowance. Office space, research and secretarial assistance are provided.



ABC News' Peter Jennings speaks at a fellows seminar.

#### CONFERENCES AND SEMINARS

Conferences at the Center are unique for their blend of research and practice, often featuring leading national and international authorities—"people who know what they are talking about." Robert MacNeil, a member of the Center's National Advisory Committee, once warned that the Center ought not be a place where professionals air their prejudices, but instead should be a forum for different ways of knowing, based both on systematic research and substantive experience in the field. It is this philosophy that guides the Center in all its activities.

The Center's national conferences, seminars, workshops and other meetings reflect a commitment to disseminating information and research to professionals, scholars and the public.

National conferences bring some of the nation's and the world's leading media executives, journalists and scholars together to examine substantial media-related issues with leaders from such diverse fields as government, the military, law, health and medicine, business, education, the arts, sports and religion. Conferences feature presentations of commissioned research; panel discussions with journalists, scholars and outside commentators; and questions and comments by conferees and members of the audience. The Center's conferences draw people from across the United



PBS' Robert MacNeil interviews Presidents Carter and Ford at a Center national conference.

States and other countries, and are frequently covered by the national media, including C-SPAN. Every conference also results in a widely distributed *Conference Report*, a magazine-length discursive treatment of the program and the research and discussion it generated.

The Center has hosted thousands of journalism and mass communication educators and media professionals in hundreds of seminars, including its annual summer Leadership Institute for Journalism and Mass Communication Education.

First held in 1985, the Leadership Institute is taught by university presidents and provosts, media leaders and various academic experts. It draws together deans, chairs and program directors from journalism and mass communication schools across the country to share insights and ideas on intellectual, academic and professional leadership in journalism.

Since 1985 the Center has also cosponsored Columbia's University Seminar on Communications and Society. Held monthly during the academic year, these sessions are typically devoted to year-long examinations of such broad topics as the media's role in political transitions or the changing nature of media ownership and leadership.

The Center's many smaller conferences and study groups have examined such topics as "Tech-



In one of his last public appearances, Commissioner of Baseball and former President of Yale University A. Bartlett Giamatti addresses Leadership Institute participants.

nology and Audience," "The History of Mass Communication Research" and "Mass Media and the Public's Health."

Frequently, too, the Center holds briefing sessions for international journalists, educators and policy-makers. British and Swedish parliamentary committees, as well as official delegations from the former Soviet Union, the People's Republic of

China, Italy and elsewhere, have come seeking advice on media issues. Other groups request briefings on specific research projects. A delegation of Middle Eastern journalists, for example, came to review the Center's *The Media at War*, a special publication on the press's performance in the 1991 Persian Gulf War. On another occasion the major American networks—ABC, CBS, NBC and CNN—sent lawyers and editors to the Center to discuss the issue of fair use of broadcast footage.

#### TECHNOLOGY STUDIES PROGRAM

From its beginning the Center has had a special interest in communication technology, the driving force in the information age. The Center has retained such world-renowned consultants in this field as England's Anthony Smith, television executive Adam Clayton Powell III and audience expert John Carey.

Each year the Center holds several Technology Studies Seminars that explore the theoretical and practical consequences of new information technologies. The seminars examine the scholarly literature on technological change, and, through the Center's Technology Laboratory and site visits to major media facilities, allow participants to make hands-on connections with the technologies at issue.



Fellow Elliot Jaspin gives a presentation on computer-assisted investigative reporting at a Center Technology Studies Seminar.

There are two types of Technology Studies Seminars. Two week-long programs each year serve journalism and mass communication educators, while three two-day programs are held each year for newsroom managers from print, broadcast and cable operations, as well as news services.

The Technology Studies Program also involves research on state-of-the-art newsroom technology, with particular emphasis on the consequences of technological change on investigative reporting, satellite-based remote sensing for news gathering, the coming telecommunications infrastructure, and the transmission of information over switched networks such as the telephone system.

#### CENTER PUBLICATIONS AND COMMUNICATIONS

The publications program promotes understanding between the Center's two principal constituencies, the academy and the media industry, while at the same time engaging in public outreach.

The *Media Studies Journal*, a thematic quarterly established as the *Gannett Center Journal* in 1986, is the flagship of Center publications and is widely recognized as the seminal publication on mass media and the information age. The *Journal* examines the interplay of media and public affairs,

and draws on informed commentators from throughout the world who represent journalism, the academy, government and other institutions.

*Communiqué*, the Center's monthly newsletter, offers a regular look ahead at Center activities and chronicles the intellectual life of the place and its people. Many other types of publications, listed below, are also offered.

The Center's public outreach and communications program is woven through all of its activities. Through press relations, special mailings and other initiatives, the Center's work is made available to a larger audience. As well, the Center's fellows and staff regularly provide informed commentary to world and national press on a vast range of issues involving the media, from news coverage to communications policy.

#### CENTER PUBLICATIONS

*Media Studies Journal*

*Communiqué*

Conference Reports

Research Reports

Occasional Papers

Working Papers

Technology Papers

Special Reports

Speeches

Reprints

Directories on fellows and on midcareer and training opportunities for journalists and educators

Information brochures on all Center programs

Annual Reports

#### CENTER STAFF

Everette E. Dennis, *Executive Director*

Jane D. Coleman, *Associate Director for Administration*

Shirley K. Gazsi, *Associate Director/Communications Manager*

John V. Pavlik, *Associate Director for Research and*

*Technology Studies*

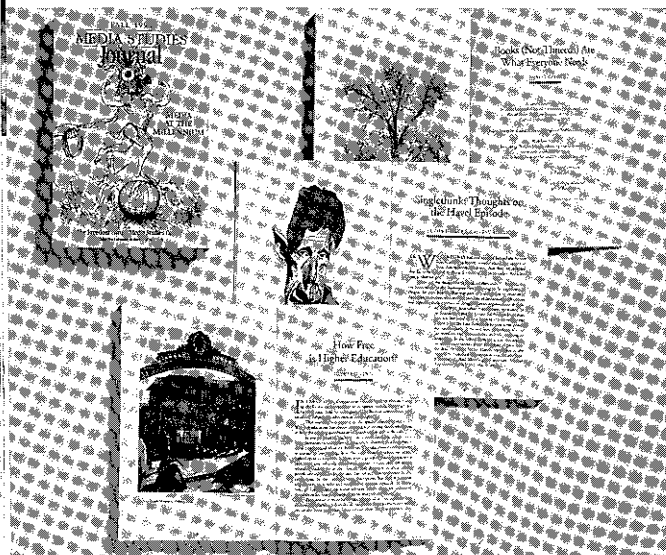
Craig L. LaMay, *Media Studies Journal Editor/Editorial Manager*

Deborah Rogers, *Librarian*

David L. Stebenne, *Senior Officer for Research and Planning*

Mark A. Thalhimer, *Technology Studies Coordinator*

Judith Ulrich, *Office/Program Manager*



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## The Freedom Forum Media Studies Center

Columbia University  
2950 Broadway  
New York, NY 10027-7004

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NAME

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TITLE

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ORGANIZATION

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ADDRESS

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CITY/STATE/ZIP

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TELEPHONE

Please send me the following:

- Publications list
- Fellowship information brochure
- Leadership Institute brochure
- Technology Studies Seminar brochures
- Center annual report
- Other: \_\_\_\_\_

Dear recipient: Please post this announcement  
for Fellowships in a prominent location. Thank you.



## Freedom Forum Center Fellowships



**Freedom Forum Center Fellowships**  
The Freedom Forum Media Studies Center  
Columbia University  
2950 Broadway  
New York, New York 10027

First Class  
PAID  
Permit No. 1537  
New York, N.Y.

# Freedom Forum Center Fellowships

**T**he Freedom Forum Media Studies Center,\* an institute for the advanced study of mass communication and technological change, invites inquiries and applications for its fellowship program. Fellows will carry out individual projects and participate in the general activities of the Center.

**T**erms of fellowship: Fellows will be in residence at Columbia University for periods of three months to one academic year for major scholarly or professional projects. A stipend based on salary needs or matching sabbatical support, a housing allowance and other benefits will be provided. Fellows will have office space as well as secretarial and research assistance.

**F**ellowship project: Fellowships are given to persons who examine major issues and problems facing the mass media and society, in either a domestic or global context, with special attention to projects on First Amendment freedoms; the minority and ethnic press; media economics; the relationship between the media and other institutions; coverage of such topics as education, the environment and the arts; and the advancement of journalism education. Examinations of great issues are preferred to single-topic studies.

**T**ypes of fellowships: Fellowships are awarded to persons at three levels of attainment—senior fellowships for mature individuals with substantial national reputations, fellowships for accomplished persons at midcareer and research fellowships for those with five to eight years of experience. Fellowships are awarded to media professionals from print and broadcast organizations, journalism and mass communication educators, as well as scholars from other fields who have a primary interest in media studies.

**S**election criteria: Fellowships will be awarded on the basis of (a) the significance and quality of the project; (b) the applicant's ability to carry out the work; and (c) relevance of the work to the resources of the Center, Columbia University and the New York metropolitan area. Fellows will participate in weekly seminars and special programs and make the result of their work at the Center available to the public through publication or other public presentation.

**A**pplication procedure: Persons interested in fellowships should submit a letter of application with a three to five page summary of their proposed project. The summary should include (a) a title; (b) an executive summary; (c) a brief description of the project; (d) delineation of the method of inquiry or analysis; (e) explanation of the project's distinctiveness; (f) the anticipated outcome (e.g., book or monograph); and (g) why the project should be carried out at The Freedom Forum Media Studies Center in New York City. Applicants should also send a resume or curriculum vita and publications or work samples, if relevant. In addition, applicants should arrange to have three letters of reference sent to the Center. All materials, including those sent by references, should be postmarked no later than February 1. Fellowships will be announced in April.

**A**pply to:  
Residential  
Fellowship  
Program  
The Freedom Forum  
Media Studies Center  
Columbia University  
2950 Broadway  
New York, New York  
10027  
\* Formerly the Gannett  
Center for Media Studies

The Freedom Forum  
Media Studies Center  
At Columbia University  
in the City of New York

## THE FREEDOM FORUM MEDIA STUDIES CENTER

At Columbia University in the City of New York

An institute for the advanced study of mass communication and technological change

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**Founded:** Authorized in 1984 by trustees of the Gannett Foundation (now The Freedom Forum) and Columbia University; Center opened March 1985.

**Purpose:** Dedicated to the elevation and advancement of mass media through study beyond the graduate school level.

**Governance:** Affiliate of Columbia University; governed by the Center's National Advisory Committee; responsible to The Freedom Forum Board of Trustees.

**Constituencies:** Communications industries, journalism/mass communication educators, media professionals and the public.

**Programs:** (1) residential fellowships; (2) conferences, seminars and briefings; (3) Technology Studies Program; (4) publications.

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**RESIDENTIAL FELLOWSHIPS**—Annual appointments of 12-15 media professionals and scholars for three months to a year for independent study of a major media issue or problem (67 fellows since 1985). **Fellows included:** Lawrence Grossman, NBC News, PBS; Thomas Winship, *Boston Globe*; Jeff Greenfield, ABC News; Burton Benjamin, CBS News; Lord Asa Briggs, Oxford; Reuven Frank, NBC News; Herbert Gans, Columbia University; Ken Auletta, *New York Daily News*; and Sally Bedell Smith, the *New York Times*.\* **Fellows Seminars:** Feature major media leaders (over 150 weekly seminars since 1985). **Speakers included:** Peter Jennings, ABC News; William F. Buckley, Jr., columnist; Newton Minow, FCC chairman; Leonard Goldenson, Capital Cities/ABC; Jacques Barzun, Columbia University; C.K. McClatchy, McClatchy Newspapers; Gerald Levin, Time, Inc.; and Warren Phillips, Dow Jones & Co. Inc.\*\*

**CONFERENCES, SEMINARS AND BRIEFINGS**—Explore media issues and problems of consequence for media professionals and the public.\*\*

**National conferences**—Cover such topics as public trust, libel, economics of news, press and the presidency (over 5,000 attendees; 8 national conferences since 1985). **Speakers included:** Presidents Gerald Ford and Jimmy Carter; Laurence Tisch, CBS; network news presidents Howard Stringer, Lawrence Grossman and Roone Arledge; network anchors; and major scholars and media critics.

**Leadership Institute for Journalism and Mass Communication Education**—Prepares administrators and aspiring administrators in journalism and mass communication education as well as media professionals for the nation's journalism/mass communication and media studies schools (more than 100 participants selected; held annually since 1985). **Speakers included:** Ernest Boyer, Carnegie Foundation; Arthur Schlesinger, Jr., historian; Edward Fiske, *New York Times*; former Yale President A. Bartlett Giamatti; and university presidents, provosts and other foundation executives and media leaders.

\* Affiliations listed are at time of appointment.

\*\* Affiliations listed are at time of event.

**University Seminars on Communications and Society**—Cosponsored with Columbia University; year-long inquiries on major media issues such as international communications, U.S. communications policies and children's television programming (over 50 seminars since 1985).

**Briefings for international visitors**—Have enabled media professionals, foreign journalists and educators from more than 110 countries as well as parliamentary delegations from Great Britain, Sweden and Israel to compare their media structures with that of the United States.

**Special workshops**—Bring individuals and organizations to the Center to share ideas about media studies. **Groups included:** Benton Foundation Fellows, Kellogg Fellows, Coro Fellows, mid-career fellowship directors and the National Council of Churches.

**Special events**—Focus on timely and breaking news topics. **Events included:** "USA-USSR Media Studies Conference" looked at changes in media relations between the two countries since glasnost (January 29-31, 1990); "Campaign '88: Who's Setting the Agenda?" held in Washington, D.C., probed whether the White House or the media determine the issues of national import (April 5, 1988); and "Summit meeting" of editors and lawyers from ABC, CBS, NBC and CNN examined the fair use of broadcast material (February 10, 1987).

**TECHNOLOGY STUDIES PROGRAM**—Examines technology's impact on the journalist, the journalistic product and the work environment.

**Technology Studies Seminars**—Provide a comprehensive overview for journalism educators and professionals of new technologies and their consequences; programs include theoretical and hands-on instruction and site visits to print and broadcast installations for examples of application.

**Speakers included:** Richard Saul Wurman, author; Julius Barnathan, Capital Cities/ABC; Adam Clayton Powell III, National Public Radio; David Poltrack, CBS; Sherry Turkle, Massachusetts Institute of Technology; Anthony Smith, Oxford; and John Carey, Greystone Communications.\*\*

**Technology Laboratory**—Dedicated in 1986; examines the impact of new technologies on: (1) individuals in the workplace; (2) the structure and management of media organizations; (3) media production; and (4) the public.

**PUBLICATIONS**—Include a monthly newsletter, occasional papers, working papers, conference reports, special reports, speeches and the Center's *Journal*, a thematic quarterly. Full listing available from Center.

**BOOKS**—Over 40 written by fellows and staff since 1985. Full listing available from Center.

**OUTREACH**—Comment and information on important media topics as well as breaking news stories; staff, current fellows and former fellows give depth and context to media issues for print and broadcast interviews from around the world; Center also assists educational institutions seeking media-related information.

\*\* Affiliations listed are at time of event.