

FACT SHEET

The Media Studies Center, 580 Madison Avenue, New York City, is the nation's preeminent institute fostering public understanding and professional insight of how the media work. Center programs bring journalists, scholars, media industry executives and the public together in an atmosphere of mutual respect aimed at examining the media's effects on society. Nancy Woodhull, senior vice president of The Freedom Forum, is executive director of the Media Studies Center. Nancy Hicks Maynard is chair of the Center.

HISTORY

The Center was established in 1985. It is an operating program of The Freedom Forum, headquartered in Arlington, Va., which is a nonpartisan, international foundation dedicated to free press, free speech and free spirit. The Media Studies Center is governed by a Board of Trustees and by a National Advisory Committee.

PROGRAMS

Residential Fellowships

Each year the Center awards residential fellowships to media professionals and scholars interested in writing books on media topics or producing other problem-solving projects. Fellowships, which last up to an academic year, are awarded both to veteran media professionals and senior scholars who have made major contributions to the industry or academy and to midcareer journalists and educators.

The program seeks to enrich the work of media scholars and journalists and the lives of the public trying to understand the media better. Fellows' projects have yielded more than 90 books, innovations in computer hardware and software, and television programs.

Conferences and Seminars

The Center sponsors conferences in the USA and abroad on topics on national and international media-related events, as well as long-range issues in the media. Center fellows also share their professional experience by participating in weekly seminars on subjects ranging from "Bosnia and Other Ratings Flops" to "Newspapers in the Third Millennium."

Media Research

Studies by the Media Studies Center Research Group have included media coverage of the 1988, 1992 and 1996 presidential elections, examinations of the information superhighway, and area studies of Eastern Europe, East Asia, the former Soviet Union, Latin America and other regions. Research Group studies are highlighted in Center reports, and many are the subject of Center conferences and seminars.

Publications and On-Line Services

The quarterly *Media Studies Journal*, the field's first regular thematic journal covering important media issues and topics, draws from the best of research, commentary and professional practice.

The Center publishes a bimonthly newsletter that chronicles the life of the Center and looks ahead at its activities. Other materials include Conference Reports, Research Series Reports, Special Reports and Speeches.

Media Studies Center Fellowships

The **Media Studies Center**, an institute for the advanced study of communication, invites inquiries and applications for its fellowship program. Fellows will carry out individual projects and participate in the general activities of the Center.

Terms of fellowship: Fellows will be in residence at the Center for periods of three months to one academic year for major scholarly or professional projects. A stipend, housing allowance and other benefits will be provided. Fellows will have office space as well as research assistance.

Fellowship project: Fellowships are given to persons who examine major issues and problems facing mass media and society, in either a domestic or global context, with special attention to projects on the impact of new communications technology on society and the practice of journalism; the minority and ethnic press; media economics; the relationship between the media and other institutions; and the advancement of journalism education. Examinations of great issues are preferred to single-topic studies.

Eligibility: Fellowships are awarded to persons at various levels of attainment--ranging from individuals with substantial national reputations to accomplished persons at midcareer. Fellowships are awarded to media professionals from print and electronic media, journalism and mass communication educators, as well as scholars from other fields who have a primary interest in media studies.

Selection 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) the relevance of the work to the resources of the Center 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.

Application 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) a delineation of the method of inquiry or analysis, (e) an 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 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.

Apply to: Residential Fellowship Program, Media Studies Center, 580 Madison Avenue, 42nd Floor, New York, New York 10022

Communiqué

1996-97 Center fellows

Eleven media professionals and scholars have been awarded 1996-97 Center fellowships. They are pictured below, with the titles of their research projects.

Senior fellows



Joe Pinciro

Herbert J. Gans, professor of sociology, Columbia University. "Media Impact on American Society."



Alex Jones, author and host, National Public Radio's "On the Media." "A Biography of the Ochs/Sulzberger Family."



Jerry Bauer

Ved Mehta,* professor of English and history, Vassar College, and former staff writer, *The New Yorker*. "Remembering Mr. Shawn's *New Yorker*."

Fellows



Kenneth Best, journalist in residence, The American University. "Media, Democracy and Development in West Africa."



Farai Chideya,* author and political analyst, CNN. "Tune Out, Turn Off, Drop Out: Why Young Americans Are Tuning Out the News and What Media Organizations Can Do to Reverse the Trend."



Heidi Evans,** national urban affairs writer and general features writer, *Wall Street Journal*. "Media, Money and the Sexes: From Lucy Ricardo to Lou Dobbs—The Mass Media's Failed Coverage of Women and Money."



Willy Wo-lap Lam,** associate editor, *South China Morning Post*. "The Press in Chains After 1997? The Shanghai Faction in Beijing vs. the Hong Kong Media."

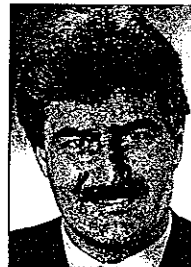


Hilary Schwab

Arlene Morgan, assistant managing editor, *Philadelphia Inquirer*. "Thinking Like a Journalist in a Multicultural Society."



Jonathan Schell, columnist, *Newsday*. "The Decision: The Rise and Influence of Market Research on Decision-Making in American Life."



Steve Hockstein/Harvard Studio

Barry Sherman,* professor of journalism, University of Georgia, and director, George Foster Peabody Awards. "The V-Chip and the First Amendment."



Ruth Bayard Smith,** assistant professor of journalism, Montclair State University. "TALKTALKTALK: A History and Analysis of Talk Radio."

*Fall 1996 term only

**Spring 1997 term only