USC Festival 125 @Annenberg
Thursday, October 6, 2005-Saturday, October 8, 2005
All day
Annenberg Room 207 and Annenberg Auditorium

WEEKEND AT A GLANCE
Thursday, October 6
All day  Paul Conrad Exhibit; building tours
1:00  Dean's Open Forum
2:00-5:00  Faculty presentations
5:00  Impact/ATVN presentation & reception

Friday, October 7
All day  Paul Conrad exhibit; building tours
11:00-5:00  Faculty Presentations
5:00  Trojan Debate Squad presentation & reception

Saturday, October 8
Pre-game picnic: 9:30 am
Football game: USC vs. Arizona, 12:30 pm
RSVP required for picnic & game ticket

Download the RSVP response card

Return by fax or mail by September 28 to:
Trojan Family Weekend
Office of Special Events
USC Annenberg School for Communication
3502 Watt Way
Los Angeles, California 90089-0281
Fax: (213) 821-1593

No refunds will be issued after October 3.
Questions? Please call (213) 740-5658.

All events are located in the USC Annenberg School for Communication, Room 207, unless otherwise indicated. Thursday & Friday events are free. Seating is limited; please arrive early.

THURSDAY, OCTOBER 6

All Day
■ Annenberg Exhibit
Conrad and the Presidents: A review of work by Pulitzer Prize-winning editorial cartoonist Paul Conrad (2nd Floor West Lobby)
■ Building Tours by Annenberg Ambassadors
1:00-2:00
Open Forum with Dean Geoffrey Cowan
Media Bias: Fact or Fiction? Lunch will be served.

2:00-3:00
Just an Essential Part of Everyday Life: The Impact of the Internet on Our Social, Political and Economic Fabric
Research presentation by communication professor Jeff Cole, Director, USC Annenberg School Center for the Digital Future.

3:00-4:00
Youth, Media & Consumer Citizenship: Do the Media Empower Children?
Research presentation & discussion with communication professor Sarah Banet-Weiser, author, Kids Only: Youth, Consumer Citizenship & Nickelodeon.

4:00-5:00
Hollywood Looks at the News: The Image of The Journalist in Popular Culture
Presentation by Emmy award-winning journalism professor Joe Saltzman, Norman Lear Center.

5:00-7:00
"Impact" & ATVN Screening & Reception
Guests are invited to a free screening of the student-produced television newsmagazine program, "Impact," winner of the 2005 Emmy Award for best college TV magazine program and a live broadcast of Annenberg TV News. Reception to follow. (Annenberg Auditorium)

FRIDAY, OCTOBER 7

All Day
■ Annenberg Exhibit
Conrad and the Presidents: A review of work by Pulitzer Prize-winning editorial cartoonist Paul Conrad (2nd Floor West Lobby)
■ Building Tours by Annenberg Ambassadors

11:00-12:00
Effing the Ineffable: Why the News Media Miss the Religion Story
Discussion led by journalism professor Diane Winston, Knight Chair in Media & Religion.

12:00-1:00
Terrorism & the Media: Are Journalists Getting it Right in Covering the War on Terror?
Discussion led by journalism school director Michael Parks, winner of the Pulitzer Prize for international reporting and former editor of the Los Angeles Times. Lunch will be served.

1:00-2:00
Video Games: Evil Entertainment or Innovative Education?
Discussion led by communication professor Ute Ritterfeld, Director, Annenberg Studies on Computer Games project.

2:00-3:00
How to Save the World with Cool Jazz And a Warm Library: U.S. Public Diplomacy Successes, Failures, and Strategies for the Future
A discussion led by communication professor Nicholas Cull, Chair, Public Diplomacy Studies.

3:00-4:00
Media & Gender: Does Selling Sexuality Harm Kids?
Research presentation by communication professor Stacy Smith, Co-Chair, Annenberg Institute for Youth & Media.
6:00-7:00

**Trojan Debate Squad Demonstration**

As the first chartered student organization at USC, the nationally ranked award-winning Trojan Debate Squad celebrates its 125th anniversary with a public debate on the topic: **Resolved: The U.S. military should be the primary agency to oversee and administer future natural disaster relief within the United States.**

Wrote Julie Carver, assistant director of forensics, "We chose this topic in order to focus on the recent disasters in a productive way that emphasizes solutions instead of blame. I am working with the debaters to make sure that the debate keeps a positive tone and that their rhetoric appeals to a broad audience."

Students attending USC who were displaced by the Hurricane have been invited to sit in and comment on the debate. The students participating from the Debate Squad include Davis Lawyer (a participant in The Scholar and a political science major), Laila Zomorodian (music), Megan O'Dell (vocal arts and history) and Joshua Sharp (communication). Reception follows.

Annenberg Auditorium

---

**SATURDAY, OCTOBER 8**

**Pre-game Picnic**

9:30 am

Join Dean Geoffrey Cowan, parents, alumni, professors, and students for a catered buffet and beverages.

**Open House**

Tour the school’s state-of-the-art classrooms and media labs.

**USC Trojans vs. Arizona Wildcats**

We’ve reserved a seat for you in a USC Annenberg section at the Coliseum.

Game Time: 12:30 pm

Please call (888) TROY-TIME or visit [www.usctrojans.com](http://www.usctrojans.com) for confirmation of game time.

**Picnic Location**

Queen’s Court, just north of USC Annenberg between the Bing and Norris Theatres.

**Football Tickets**

Tickets for the reserved USC Annenberg section can be picked up at the pre-game picnic check-in.

**Parking**

Parking on campus is $20 on game days and fills up quickly, so please arrive early.

**Important**

Seating is limited for picnic & game tickets.

Return the **RSVP response card** by September 28 to:

Trojan Family Weekend
Office of Special Events
USC Annenberg School for Communication
3502 Watt Way
Los Angeles, California 90089-0281

No refunds will be issued after October 3.

Questions? Please call (213) 740-5658.

©2005 USC Annenberg. All rights reserved.