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On the RECORD

**PROFILE: National Annenberg
Election Survey**

From the Director



For the first time since 1952, no incumbent president or vice president will be on the ballot in 2008. How will voters evaluate this fresh slate of candidates? How will the public's assessments of them change as the long election season progresses and it learns more about personalities, platforms, leadership qualities and communication skills?

In this, the second issue of *On the Record*, we look at the 2008 National Annenberg Election Survey as it is poised to break new ground in measuring and analyzing the public's day-to-day reactions to the unusual political season unfolding around it.

As you will read in our cover story, NAES for the first time will be making extensive use of web surveys in addition to our traditional telephone surveys. Our use of the web will give us the unprecedented opportunity to study five waves of data collected from the same people over the course of the campaign season. In other words, we hope to gather 60,000 interviews from 12,000 citizens as they watch the campaign evolve. Those results will join data gathered from 40,000 phone interviews.

Joining me in this venture will be two talented partners: Richard Johnston, who shares dual appointments at Penn's Department of Political Science as well as the Annenberg School for Communication, and Diana Mutz, who heads the Annenberg Public Policy Center's Institute for the Study of Citizens and Politics, and is the Samuel A. Stouffer Professor of

Political Science and Communication at Penn. Dick Johnston helped design the first NAES in 2000, based on his groundbreaking survey work in Canada. Diana Mutz, who contributed questions to the 2004 survey, is experienced in the emerging world of academic internet surveys through her leadership role with the award-winning Time-Sharing Experiments for the Social Sciences (TESS).

And speaking of elections, we also highlight in this issue the under-reported but growing phenomenon of expensive attack campaign advertising in judicial races around the country. In 2006, an estimated \$16 million was spent on advertising in supreme court races in 10 states, a new record but one almost certain to be broken in the next election cycle.

In May, the Annenberg Public Policy Center's FactCheck.org, which tracks the veracity of campaign advertising, sponsored a day-long conference focusing on judicial advertising. (FactCheck plans to expand its oversight of these ads in coming months.)

These ads have become increasingly nasty and often are problematic. As one consultant said of the ads, "there's always a skinny bit of truth and a whole lot of baloney." That prompted *Washington Post* columnist Ruth Marcus, in her coverage of the FactCheck conference, to observe, "Willie Horton goes to court."

Our activities at the Annenberg Public Policy Center are made possible by the support that APPC draws from the endowment established for us by the Annenberg Foundation, by the generous support of federal agencies, and by the grants awarded to us by other foundations. We are proud to feature in this issue several programs of the Annenberg Foundation Trust at Sunnylands, whose programs we administer.

We welcome your comments.

Kathleen Hall Jamieson, Ph.D.

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Annenberg School for Communication*

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Established in 1993, the Annenberg Public Policy Center of the University of Pennsylvania conducts and disseminates research, hosts lectures and conferences, and convenes roundtable discussions that highlight important questions about the intersection of media, communication and public policy.

The Policy Center, which has offices in Philadelphia and Washington D.C., conducts ongoing research in the areas of political communication, information and society, media and the developing child, health communication and adolescent risk. Its research helps to bring difficult problems into focus.

ON THE RECORD

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Profile:

National Annenberg Election Survey

Campaign 2008 is shaping up to be unusual. For the first time since 1952, no incumbent president or vice president is running. The wide-open field has attracted a host of contenders from both parties who face a daunting spate of early debates and primaries. The learning curve is also big for voters, who know relatively little about the candidates vying for the White House.

In an effort to better track the mood of the country in this shifting political climate, the National Annenberg Election Survey (NAES) also is undergoing a major change. This season, about a third of all participants, or 20,000 people, will be surveyed via the internet. Those responses will join 40,000 telephone interviews. The first wave of web interviews is set to begin in October.

Before the survey concludes at the end of January 2009, at least 12,000 of the original 20,000 web participants will be revisited four times to produce five waves of data surveying opinions about the candidates, issues, leadership qualities and news events. That data will be added to responses from the telephone surveys which will be conducted during 2008.

The potential of the internet to measure changing public attitudes intrigues Diana Mutz, director of innovation for the 2008 NAES, and NAES research director Richard Johnston. "The web offers possibilities that are really quite dramatic," said Johnston.

"One of the huge advantages is that you can survey the same people at several points in time," said Mutz, who heads the Annenberg Public Policy Center's Institute for the Study of Citizens and Politics.

"You can track how their opinions change over the course of five waves of questions, spread over two- to three-month intervals." Random phone surveys make it difficult, if not impossible, to re-contact a large proportion of respondents.

This year, APPC has contracted with Knowledge Networks, a Menlo Park, California firm that conducts web surveys for a wide range of clients, including academic researchers, government, the media and commercial companies. The research firm SRBI of New York City will conduct the telephone component of the survey, just as it did in 2000 and 2004.

"People tend to be franker on the web than on the phone because there is no one on the other end of the line, waiting to hear your answer," says Johnston.

For Richard Johnston, NAES 2008 will be a return to the survey he helped design in 2000 while on loan from the University of British Columbia. That first NAES study was built on a groundbreaking tracking poll of the 1988 Canadian national elections in which Johnston served as principal investigator. Johnston also has served as an advisor to election studies in New Zealand, Great Britain and Germany. Last year, he joined the faculty of the University of Pennsylvania, where he is a professor of political science with a secondary appointment at the Annenberg School for Communication.

A key goal of the 2000 and 2004 surveys was to measure the impact of the media on voters – a question of special interest to communication scholars. Those two surveys were overseen by APPC director Kathleen Hall Jamieson, who will collabo-

rate with Mutz and Johnston on the 2008 research. Also returning to the team will be Ken Winneg, who will serve as managing director; Christopher Adasiewicz, data manager; and Kate Kenski, an Annenberg School graduate now teaching at the University of Arizona. They will be joined by Annenberg doctoral students Bruce Hardy, Seth Goldman, Jeffrey Gottfried and Susanna Dilliplane.

Serving on the NAES advisory board are Arthur Lupia (Michigan, American National Election Studies), Henry Brady (Berkeley), John Zaller (UCLA), Larry Bartels (Princeton), Michael Delli Carpini (Dean,

Annenberg School for Communication), Larry Jacobs (Minnesota), Vincent Price (Annenberg School for Communication) and Walter Mebane (Michigan).

This year, in addition to its traditional focus on communication and media, NAES will be expanded to address other academic subjects.

For Diana Mutz, whose research interests include public opinion and political psychology, and who contributed questions to the 2004 survey, this will be the first time helping to oversee NAES. But she's an experienced hand at internet opinion surveys. Mutz is a co-founder of TESS, Time-Sharing Experiments for the Social Sciences, a web-based data collection program that has been used by more than 200 scholars since it was created in 2002. Those surveys

also are conducted primarily by Knowledge Networks.

The ability to monitor responses from the same individuals over the course of the election season appeals to Mutz and Johnston. “That will give us a huge advantage in figuring out what’s driving opinions,” said Mutz. The early launch of surveying – more than a year before voters actually go to the polls to choose a president – will enable researchers to examine the evolution of people’s views and emergence of issues as the campaigns progress.

Johnston predicts that the web will have another impact on NAES findings. “People tend to be franker on the web than on the phone because there is no one on the other end of the line, waiting to hear your answer,” says Johnston. “People, for example, are more open about issues such as sexuality and race. They are also more deliberate because they can take their time over the web versus the phone.” As a result, he said, the opinions they express are probably closer to their real beliefs than those offered during a phone survey. “You get more ‘I don’t know’ on the phone than on the web,” said Johnston.

The web will also permit another innovation: The use of visuals, such as campaign ads. “We’re just beginning to think of what we want to do with that,” said Johnston.

The sheer size of the NAES sample has earned the survey respect among a wide variety of researchers. The only similar survey, the American National Election Studies, which was launched in 1948 and has been conducted every four years since, is a sample involving up to 2,000 people, conducted face-to-face with some additional telephone follow-ups. Although it

“This will be a primary that will have more issue content closer to that of a real election,” predicted Johnston.

represents an enormously valuable historical database of American political thought and social change, its sample size “is too small to slice and dice for a look at sub-populations such as ethnic minorities,” says Mutz. With NAES, however, data



Photo credit: John Vettese

Diana Mutz



Photo credit: Kyle Cassidy

Richard Johnston

on opinions within specific Congressional districts can be extracted and analyzed. So can the views of smaller demographic seg-

ments, such as rural African Americans, urban Hispanics or Jewish voters.

The web portion of the survey will work like this: Knowledge Networks recruits by random-digit dialing a nationally represen-

tative sample of people who agree to participate in about two or three brief internet surveys per month. The surveys may range from topics such as new consumer products and technology, advertising awareness -- or, occasionally, elections and politics. Under an agreement with the Annenberg Public Policy Center, NAES will be the only political survey about the election that the 20,000 Knowledge Networks panel members will participate in this campaign season.

“By and large, our respondents receive and take very few surveys about politics,” said J. Michael Dennis, senior vice president for government and academic research at Knowledge Networks. “It is important for the NAES that the respondents’ opinions on politics are not changed as a result of taking surveys on the election.”

For panel participants with computer access, Knowledge Networks offers small cash rewards. For those without computers, the company installs at no cost equipment that provides web access through their televisions. The retention rate for panel members is 80 percent, and most serve for several years, said Dennis. Even with the expenditures, the per-response cost of a web-based survey is about half to two-thirds that of a random phone survey.

One question on the minds of Mutz and Johnston is how the length of Campaign 2008 will play out with voters.

“It’s new territory,” said Mutz. “We just don’t know. Given the front-loading of the primaries [which begin in January, followed by more than a dozen in early February, including New York and California], there will be a big lull between the time we know who the candidates are and the conventions.”

The question then becomes how to retain voter interest. “That’s a problem for the media *and* the candidates,” said Mutz. On the plus side, however, is the fact that the early start of campaigning may give voters more time to familiarize themselves with

Sample Online Surveys

the issues, and the candidates to respond. And because the candidates are wooing voters in California and New York, they will be forced to deal with a broader range of national issues than if only stumping for votes in New Hampshire or Iowa.

“This will be a primary that will have more issue content closer to that of a real election,” predicted Johnston.

While the Republican and Democratic hopefuls are honing their messages, Jamie-son, Johnston and Mutz are refining their survey questions before the web component begins in October. (The phone segment of NAES won’t begin until after the first of the year.)

“The real thing is to figure out in advance what is likely to happen in the coming campaign but also to make sure that these surveys are designed to serve other purposes as well as politics,” said Johnston. “These are massively useful data sets that will also be of great interest to people who care nothing about the election.”

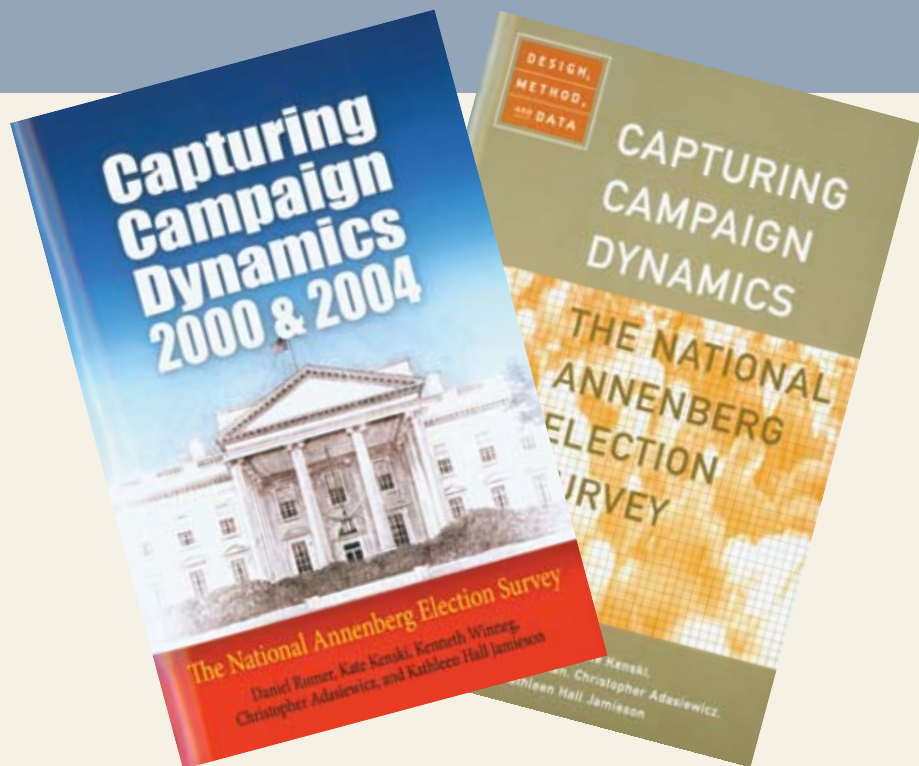
For more information about the surveys, see the sidebar to the right. ♦



Data Collection Waves

Data Collection Waves	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	
Field Period	Oct-Dec 2007	Jan 1- March 31 2008	April 1- Aug 28 2008	Aug 29- Nov 4 2008	Nov 5 2008- Jan 31 2009	Totals
Panel Sample	18,200	14,560	13,650	12,740	11,830	70,980
New KN Sample- First NAES Survey	1,800	1,800	3,000	1,300	1,800	9,700
New KN Sample- Followup NAES Survey		1,440	2,790	5,010	5,720	14,960
Totals with Attrition	20,000	17,800	19,440	19,050	19,350	95,640

NAES findings are available in two books, *Capturing Campaign Dynamics: The National Annenberg Election Survey, Design, Method, and Data* (Oxford, 2004) and *Capturing Campaign Dynamics 2000 & 2004: The National Annenberg Election Survey* (University of Pennsylvania, 2006). *Capturing Campaign Dynamics 2000 & 2004* also contains data sets from the two surveys in CD-ROM format. That data will also be available online in early fall 2007, at www.annenbergpublicpolicycenter.org.



Counting on Polls

The nation's first political poll was conducted in 1824, the brainchild of the editors of the *Harrisburg Pennsylvanian* newspaper. For reasons lost to history, the poll actually was conducted in neighboring Delaware. The results? Populist hero Andrew Jackson by a wide margin (70 percent) over his nearest rival, Secretary of State John Quincy Adams (23 percent). Ultimately, the race was decided by the House of Representatives, which chose Adams to become the sixth president of the United States.

Today, political polls – albeit surveys quite a bit more sophisticated than the “straw” polls of a bygone era – are too numerous to count. They are launched by media outlets, partisan and nonpartisan organizations, commercial polling companies – and, of course, the candidates themselves. There's even a website devoted entirely to polls (www.pollster.com).

Why are polls so popular?

“One answer is that they're cheap news,” said Richard Johnston, research director of the National Annenberg Election Survey (NAES). “They produce stories that tend to write themselves.”

They fill another need for the media as well as the public, according to Dick Polman, who began covering national politics for the *Philadelphia Inquirer* in 1988 and now writes a well-regarded independent political blog (<http://dickpolman.blogspot.com/>).

“The press is always looking for metrics, and it's hard to do that anecdotally,” said Polman.

“Polls are valuable when you can look at them over a long time to see patterns,” he said. Even so, he warns, not all polls are created equal. “There is a threshold of credibility.” Polls from nonpartisan institutions carry higher credibility than those with a partisan slant because “there's no ax to grind.”

Any chance the public will lose its fondness for polls? Not according to Johnston. “This stuff is as addictive as baseball.” ♦

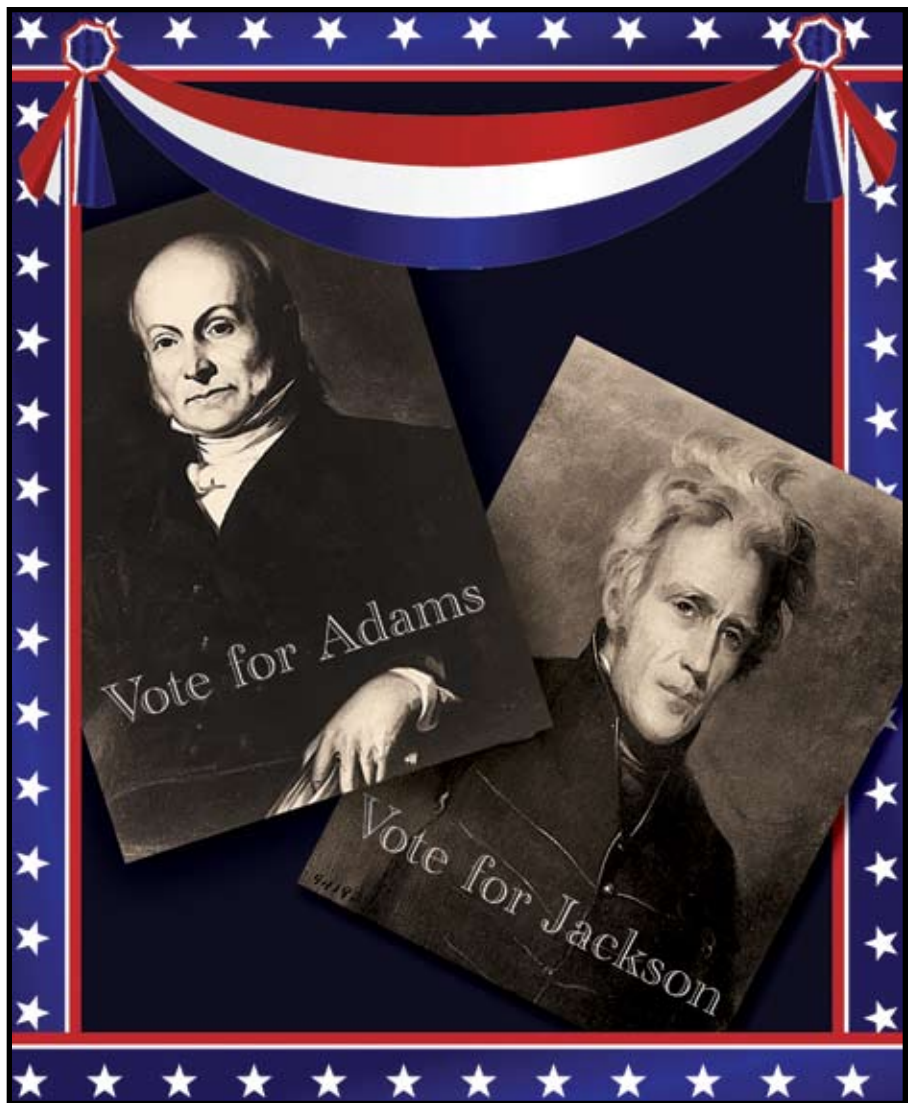


Photo credit: The National Archives

John Quincy Adams and Andrew Jackson

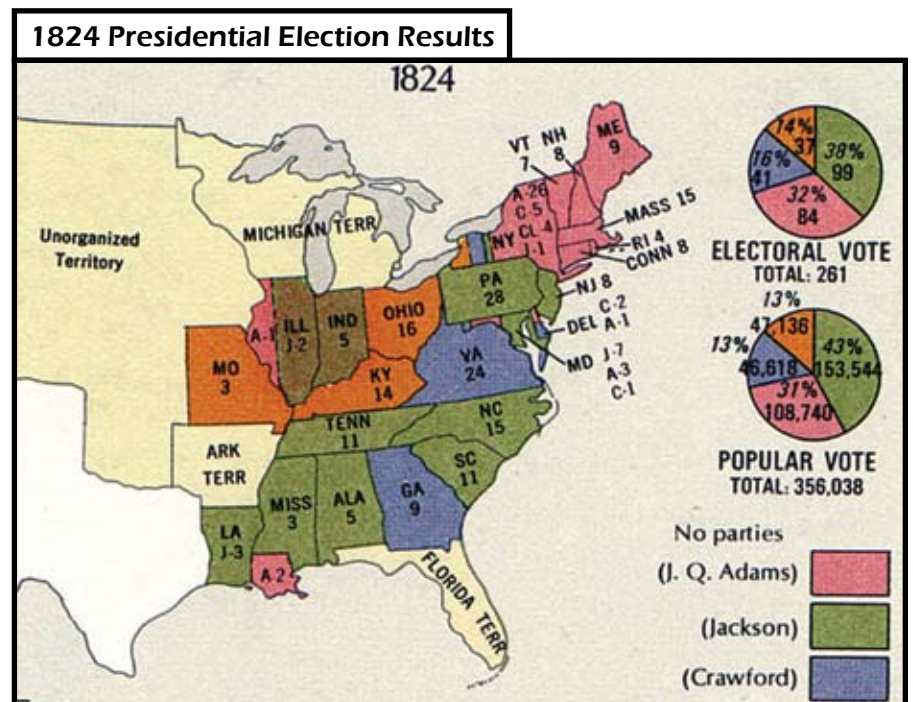


Photo credit: Department of the Interior



Courting Dollars, Issuing Attack Ads

Judicial Races Get Down and Dirty

Thirty-nine states elect their judges in some fashion. What once were “sleepy little affairs,” judicial campaigns have become high-stakes races, drawing in big money and increasingly negative advertising campaigns.

In 2006, an estimated \$16 million was spent on advertising in supreme court races in 10 states, a record. If predictions hold true, contests in 2008 promise to be more expensive—and nasty.

Money and mudslinging are undermining public trust in the judiciary and the ability of judges to act independently and impartially, according to a recent Annenberg Public Policy Center survey. Seven in 10 Americans believe that the necessity to raise campaign funds will affect a judge’s ruling once in office. Sixty-three percent think that pressures from past contributors would affect a judge’s fairness and impartiality to a great or moderate extent.

Despite these views, nearly two-thirds of Americans prefer direct election of judges, the Annenberg study showed. “The public isn’t going to give up on the notion that it should be able to elect judges,” said Kathleen Hall Jamieson, APCC’s director.

In May, the Annenberg Public Policy Center’s FactCheck.org convened its first-ever conference on the rise in judicial campaign advertising and the escalation of misleading attack ads. “This is an under-reported issue,” said Viveca Novak, FactCheck’s deputy director, who organized the event and will be overseeing FactCheck’s ongoing monitoring of judicial elections around the country. Participating in the conference, held at the National Press Club in Washington, were judges, campaign consultants and judicial watchdogs.

“Money has a series of pernicious effects,” Jamieson told the conference. “The survey data suggest that once you destabilize the perception of impartiality and fairness, you

“You’d think judges, of all people, would have a healthy respect for the facts, but that doesn’t always seem to be the case.”

-Viveca Novak

begin to erode trust in the judiciary and confidence that judges work for the well-being of the public good.”

In 2006, Sue Bell Cobb spent \$2.6 million in her successful race to become chief justice of the Alabama Supreme Court. Her opponent, Republican Drayton Nabers,

raised nearly \$5 million. That race featured almost 18,000 television ads, many of them negative. All told, candidates for the Alabama Supreme Court race spent a total of \$13.4 million, making it the second most expensive high court race in history.

Cobb told the Washington audience that her advertising strategy was simple: “I want to define me before they malign me.” She was joined at the conference by her campaign advisor, David Browne of Washington, who said he and his political counterparts have become increasingly involved in judicial races. “To beat an incumbent, you have to go negative. You have to give a reason to fire him. You make a negative ad to tear someone down.”

Judicial ads share a trait with others in the political realm, noted Browne. “There’s always a skinny bit of truth and a whole lot of baloney.” In other words, observed *Washington Post* columnist Ruth Marcus in her coverage of the event, “Willie Horton goes to court.”

The trend is worrisome, said FactCheck's Novak. "You'd think judges, of all people, would have a healthy respect for the facts, but that doesn't always seem to be the case." What will suffer as a result, she said, "is the public's respect for the judiciary."

Recent Judicial Ads



One of the most closely watched races that drew strong third-party interest was the 2004 race for a seat on the West Virginia Supreme Court of Appeals. In that race, challenger Brent Benjamin, a Republican, unseated Justice Warren McGraw, a Democrat, with millions of dollars in support from the CEO of a major coal company doing business in the state, Massey Energy.

and operated with a \$25,000 budget. Candidates were asked to sign a pledge to eschew negative advertising. Although the commission had no legal authority, it used its influence to single out violations in local newspapers and elsewhere. Overall, said Noe, the effort was a success. Public financing is one way to stop the spiral of big spending and nasty ads. This year

Since 2006, FactCheck.org has been monitoring judicial ads for accuracy, just as it does political ads for other offices. That monitoring effort will be expanded during the 2008 election season.

"Judicial elections don't get much coverage by the media," explained Novak. "Yet these are high-stakes races where the amount of advertising can outstrip what Congressional candidates spend. And we know from our own experience watching political attack ads, that these are the kinds of ads that tend to be misleading."

Judicial contests are also attracting dollars from third parties with deep pockets. Business interests are the leading donors, according to an analysis prepared for the Justice at Stake Campaign, a project of the Brennan Center for Justice at New York University Law School, and the National Institute on Money in State Politics. Groups identified as being mainly pro-business contributed \$15.3 million to high court candidates in the 2006 contests, more than double that contributed by the legal profession. Pro-business groups were responsible for more than 90 percent of all spending on special interest television advertisements, the analysis found.

Justice Benjamin, who addressed the conference, said the role of third-party organizations in a campaign can confuse the voters. "How well does the public distinguish between what the candidate is doing and what an independent outside group is doing?" he asked.

Judicial candidates increasingly are willing to get down and dirty in their own campaign ads, according to the Justice at Stake analysis. Sixty percent of the attack ads during the 2006 contests were sponsored by candidates themselves, compared to just 10 percent two years earlier.

Solutions to the rise in campaign spending and attack advertising are elusive, panel members agreed. After listening to presentations by judges and media consultants, Spencer Noe, who headed the Kentucky Judicial Campaign Conduct Commission in 2006, observed, "I can say that Kentucky is truly a garden spot for judicial campaigning. All we talk about is cleaning up dockets."

The Kentucky commission was created in 2006 to monitor 100 statewide judicial races. It was comprised of lawyers, journalists, educators and civic leaders,

New Mexico followed North Carolina's example to become just the second state in the nation to require full public financing of judicial races.

Bert Brandenburg, executive director of Justice at Stake, told the conference, "There is no excuse for not moving forward with reforms. The status quo has become completely untenable.... We have to do something."

Key to bringing about change, said Brandenburg, is voter education. "It's unsexy, but it's effective." ♦

For details of the Annenberg Public Policy Center's survey on judicial elections, visit the APPC website, www.annenbergpublicpolicycenter.org, and look for the May 23, 2007 press release entitled "Americans overwhelmingly favor election of judges but disapprove of judicial campaign fund-raising, fearing it affects fairness."

Complete audio and video coverage of the conference is also available at the APPC website.

Historic Gathering of Nation's Learned Societies

Nearly 1,000 leaders in the fields of science, the arts, education, government, business and the law gathered in Washington April 27-29 for a historic event: The first-ever convocation of the American Academy of Arts and Sciences, the American Philosophical Society and the National Academies.

The theme of the gathering, “The Public Good: Knowledge as the Foundation for a Democratic Society,” was drawn from the founding documents of the American Philosophical Society, established in 1743, and the American Academy of Arts and Sciences, established in 1780. Joining those two venerable institutions at the weekend meetings were members of the National Academies – the National Academy of Sciences, the National Academy of Engineering and the Institute of Medicine.

In a greeting to those attending, Emilio Bizzi, president of the American Academy of Arts and Sciences, and Baruch S. Blumberg, president of the American Philosophical Society, wrote the following:

When our organizations were created in the eighteenth century, our founders, among the nation's leading 'scholar-patriots,' dedicated our academies to the promotion of 'useful knowledge.' Today this role is as vital as it was then. At a time of ever more rapid change and global inter-dependence, we remain committed to our founders' vision and ideals.

More than 40 speakers participated in discussions on subjects including religion and the enlightenment, independence of the courts, media and society, the global economy, science, health and an aging society, and energy choices and global warming. On Saturday evening, at a banquet at the Library of Congress, three distinguished Americans were honored with the Public Good Award, recognizing them for sharing the Founding Fathers' vision of engagement and service. The honorees were James H. Billington, Librarian of Congress; former Supreme Court Justice Sandra Day O'Connor; and John Hope Franklin, the James B. Duke professor of history emeritus at Duke University. Each of the award-winners is a member of both the American Philosophical Society and the American Academy of Arts and Sciences.

“Public Good: Knowledge as the Foundation for a Democratic Society” was sponsored by the Annenberg Foundation Trust at Sunnylands (www.sunnylands.org), whose programming the Annenberg Public Policy Center coordinates. ♦



Top, left to right:
James H. Billington;
Sandra Day O'Connor;
John Hope Franklin;

Below, left to right:
Emmylou Harris and
band; Gwen Ifill and
Tom Brokaw.

Photo credits: Greg Gibson, Courtesy AAAS; Frank Margeson, Courtesy APS

Global Security: Do Women Leaders Hold the Key?



Men have long dominated decision making on global security. Can the insight and expertise of women leaders help build a more secure and just world?

That will be the key question on the agenda when approximately 75 current and former heads of state, diplomats, Nobel Peace laureates and officials of nongovernmental organizations gather in New York November 15-17 for the International Women Leaders Global Security Summit.

The Annenberg Foundation Trust at Sunnylands in partnership with The White House Project, the Women Leaders Intercultural Forum and the Council of Women World Leaders has organized the historic event to bring women's voices to the international discourse on security. Also planned is a documentary film about women's leadership and global security to be produced by award-winning filmmakers Iris Films.

The partners hope the summit will help to raise public awareness of and support for women's leadership and increase resources to address critical issues affecting security. Working groups will address four areas: preventing terrorism, humanitarian intervention, economic development and climate change.

Former Canadian Prime Minister Kim Campbell and Mary Robinson, former president of Ireland, have agreed to co-host the summit. Helen Clark, Prime Minister of New Zealand; Tarja Halonen, President of Finland; Vaira Vike-Freiberga, the former president of Latvia; and Portia Simpson Miller, Prime Minister of Jamaica, will serve as co-chairs. Confirmed participants include leaders from more than 50 countries.

The event will include an evening gala where philanthropists, business leaders, celebrities and members of the international human rights community will gather to celebrate the leadership of women. ♦

ARCI Releases Groundbreaking Volume on Adolescent Brain Development

Adolescent Psychopathology and the Developing Brain: Integrating Brain and Prevention Science, published earlier this year by Oxford University Press, is the outgrowth of a 2005 gathering of national experts to synthesize recent developments in the field of adolescent brain development and their implications for the prevention of mental disorder.

The book was co-edited by Dan Romer, director of the Adolescent Risk Communication Institute of the Annenberg Public Policy Center, and Elaine F. Walker, the Samuel Candler Dobbs Professor of Psychology and Neuroscience in the Department of Psychology at Emory University. It contains contributions from leading psychologists, neuroscientists and researchers.

A project of the Annenberg Sunnylands Trust and APPC, the book is part of a broader initiative to promote adolescent mental health and well-being. The initiative has also published the award-winning *Treating and Preventing Adolescent Mental Health Disorders: What We Know and What We Don't Know* and book series for parents and teens designed to help them cope with mental illness. ♦



Commemorating Constitution Day

In coming weeks, 27,000 schools across the country will receive teaching materials from Annenberg Classroom to help students observe Constitution Day, September 17. Part of the third annual Sunnylands Constitution Day initiative, the mailing will provide resources for high school students and educators at no cost.

This year's offerings (also available on the Annenberg Classroom website) will include:

- Three films taped at the Supreme Court featuring Supreme Court Justices Stephen Breyer, Anthony Kennedy and Sandra Day

O'Connor answering students' questions about judicial independence; Chief Justice John G. Roberts answering questions about the Constitution and the role of the Supreme Court; and Justice Ruth Bader Ginsburg discussing the Fourteenth Amendment

- *The Constitution Project: An Independent Judiciary*, a film about two landmark Supreme Court cases that helped to define the role of the judiciary: the Cherokee Nation's struggles before the Supreme Court in the 1830s to preserve its homeland, and *Cooper v. Aaron* (1958), which affirmed that states were bound to follow the Court's order to integrate their schools.

The films, in addition to previously available Constitution Day DVDs, have been translated into 14 languages and made available online, along with lesson plans and quizzes.

Other online offerings include multimedia programs from the Sunnylands Trust, Student-Voices.org and *Justice Talking*; an annotated Constitution featuring interactive timelines on related issues from JusticeLearning.org; as well as additional resources that teachers can use for Constitution Day and throughout the school year. They all can be found at www.AnnenbergClassroom.org. ♦

Recognition for Annenberg Classroom

A project of the Annenberg Foundation Trust at Sunnylands, Annenberg Classroom is an online gateway to a wide array of award-winning print, web and multimedia resources. Annenberg Classroom materials on the Constitution received several honors this year.

Key Constitutional Concepts, three 20-minute videos on the creation of the Constitution, the protection of individual rights and the separation of powers, received five awards:

- *CINE Golden Eagle Award* recognizing excellence in film and video
- *Aegis Award* in the category of training and education
- *Bronze Telly Award*, recognizing outstanding non-network programming as well as video and film productions from more than 13,000 entries received each year
- *Videographer Award*, sponsored by the Association of Marketing and Communication Professionals
- *Gold Camera Award*, from the International Film and Video Festival, recognizing outstanding business, television, documentary, educational, entertainment, industrial and informational productions

In addition, *Our Constitution*, a 250-page color book co-authored by Senate Historian Donald A. Ritchie and JusticeLearning.org, was named one of the notable Social Studies trade books for young people in 2007 by a cooperative project of the National Council for the Social Studies and the Children's Book Council. The awards join a 2006 Webby presented to Justice Learning in the law category. ♦




Photo credit: Jen McCleary

On the RECORD

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of the University of Pennsylvania

THE ANNENBERG
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The new Annenberg Public Policy Center, which will be adjacent to the Annenberg School for Communication, is scheduled for completion in the fall of 2009.