

USC Annenberg

School for Communication
and Journalism

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USC Annenberg Celebrates 50th Anniversary

Featuring Guest Speakers Wallis Annenberg, Dean Carol Folt, and Willow Bay

LOS ANGELES - September 21, 2023 – USC Annenberg School for Communication and Journalism is announcing a special celebration at Wallis Annenberg Hall to celebrate the 50th anniversary of the school on Friday, September 25th. Founded in 1971, by President and CEO of the Annenberg Foundation, Wallis Annenberg, will be in attendance to give a speech. Speeches will also be given by the Dean of Students, Carol Folt, and the Dean of Annenberg, Willow Bay.

Established in 1971 under the guidance of the late University Ambassador Walter H. Annenberg, the institution's mission was to equip students with the skills needed to usher the world into a new era of media. Renamed in 2009 to include journalism, the school remains committed to shaping future leaders, journalists, and communicators.

“Plenty of people thought the idea of a school for communication was a little bit silly. If we don’t learn to harness communication and change it to our greatest ideals, our world could spin out of control,” said Wallis Annenberg.

Emphasizing the importance of communication in today’s world, she highlights the school’s role in defending democracy, human rights, and a free press. Student speakers like Ho-Chun Herbert Chang and Mariela Gomez will share their visions for the future, emphasizing the need for diversity and truth in media.

President Folt is continually reiterating the school’s dedication to truth and transparency in her remarks, emphasizing the importance of standing up to misinformation and disinformation.

The event concluded with Wallis Annenberg honoring Dean Bay and former deans Wilson III and Cowan with a gift of \$250,000, recognizing their contributions to the school’s success.

About USC Annenberg:

The USC Annenberg School for Communication and Journalism stands at the forefront of communication and journalism education. Since its founding in 1971, USC Annenberg has been committed to preparing students for the dynamic challenges of the media landscape. With a rich history of excellence, diversity, and innovation, USC Annenberg continues to shape future

leaders and journalists through cutting-edge programs, renowned faculty, and a dedication to fostering meaningful connections between theory and practice. Learn more about USC Annenberg's impact and offerings at www.annenberg.usc.edu.

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