2:00 - 3:15  Resolved: “The Media Played a New Role in Dealing with Race in the Presidential Campaign”

**Dana Mastro** of University of Arizona

**Christopher McAuley** of UC Santa Barbara

**Michael Stohl**, Chair of the Department of Communication introduces

**Melvin Oliver**, Professor in the Department of Sociology, and SAGE Sara Miller McCune Dean of Social Sciences, moderates

3:30 - 4:45  Resolved: “Media Humor Was Good for the Presidential Campaign”

**Lance Bennett** of University of Washington

**Rod Hart** of University of Texas

**Linda Putnam**, Professor in the Department of Communication, introduces

**John Woolley**, Chair of the Department of Political Science, moderates

8:00 - 9:30  Keynote Address: “Media Coverage and the Election - Did It Make Any Difference?”

**Jeff Greenfield**, CBS senior political correspondent, will talk about how the election was covered in the mainstream media, the full-throated emergence of new media (whose impact was real but vastly overstated), and how “real” events drove the outcome. This election, like many (but not all) past ones, was shaped by political factors that were largely outside the media’s sphere of influence

**Ronald E. Rice**, Arthur N. Rupe Professor in the Social Effects of Mass Communication, introduces

**Henry Yang**, Chancellor of UC Santa Barbara, provides welcoming comments

**Anna Everett**, Professor in the Department of Film & Media Studies, and former Director of the Center for Black Studies, moderates

The main debate/discussion participants from the afternoon sessions will ask follow-up questions.

The Rupe Conference is co-sponsored by

The Arthur N. Rupe Professor in the Social Effects of Mass Communication

The Department of Communication

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Join us for two other Department of Communication 25th Anniversary events:
- Saturday April 25, Open House, Reception, Networking, Research Show, Dinner
- Friday Oct 9 and Saturday Oct 10, Annual Bradac Memorial Lecture, Reception, Mini Conference, Intellectual History of the Department, Dinner


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The Carney-Wolf Center for Film, Television, and New Media

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The debates and the evening presentation will be filmed and edited for cable and internet distribution through University of California TV ([www.ucctv.tv](http://www.ucctv.tv))