

# The Image and Impact of Food in Entertainment

Milano, Sept 4, 2015



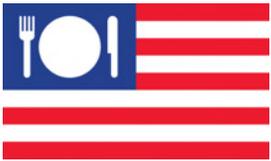
Storytellers love food. Wanting it, growing it, preparing it, eating (or not eating) it: food has always been depicted in entertainment and the arts. Today we know from research that stories can have a significant impact on what people know, feel and do. For better and worse, food's depictions in entertainment like movies, television and music can be models for behavior and beliefs. How do the images of food in entertainment affect us? What if storytellers chose to use their power to inspire audiences to make healthy food choices?

The Norman Lear  
**CENTER**

HOLLYWOOD  
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USC Annenberg  
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MILANO



UNITED STATES MISSION  
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## NORMAN LEAR

Known as the creator of Archie Bunker and *All in the Family*, Lear's television credits include *Sanford & Son*; *Maude*; *Good Times*; *The Jeffersons*; *Mary Hartman, Mary Hartman*, and the dramatic series *Palmerstown U.S.A.* His motion picture credits include *Cold Turkey*, *Divorce American Style*, *Fried Green Tomatoes*, *Stand By Me* and *The Princess Bride*. In 1999, U.S. President Bill Clinton bestowed the National Medal of Arts on Lear, noting that "Norman Lear has held up a mirror to American society and changed the way we look at it." He has the distinction of being among the first seven television pioneers inducted into the Television Academy Hall of Fame (1984). He received four Emmy Awards (1970, 1971, 1972, 1973) and a Peabody Award (1977) for *All in the Family*, as well as awards from the International Platform Association (1977), the Writers Guild of America (1977). Beyond the entertainment world, Lear has brought his distinctive vision to politics, academia and business by founding several nonprofit organizations including *People For the American Way* (1980-present); the Norman Lear Center at the USC Annenberg School for Communication and Journalism (2000-present); and the Business Enterprise Trust (1989-2000), an educational program that used annual awards, business school case studies and videos to cast a spotlight on exemplary social innovations in American business. Lear's business career began in 1959 with his co-founding of Tandem Productions, Inc. In 1974, he and his partners created T.A.T. Communications, later known as Embassy Communications. He is currently chairman of Act III Communications, a multimedia holding with interests in the recording, motion picture, broadcasting and publishing industries. Lear is married to Lyn Davis Lear and resides in Los Angeles.



## PHIL ROSENTHAL

Phil Rosenthal was born in Queens, New York and moved with his parents and brother to New City, New York in Rockland County, where he was raised. After graduating from Hofstra University on Long Island, where he majored in theater, he embarked on a career as an actor, writer and director in New York City. Rosenthal's early writing credits include the series *Down the Shore* and *Coach*. In 1995, Rosenthal created the hit CBS comedy, *Everybody Loves Raymond*. He was the Showrunner/Executive Producer for all nine years of the show's very successful run, which ended in 2005. During its original run, *Everybody Loves Raymond* was nominated for over 70 Emmy awards, and won 15 awards, including two for Best Comedy Series in 2003 and 2005. Rosenthal won the 2002 Writers Guild Award for Excellence in Television Writing for his *Everybody Loves Raymond* script, "Italy." Rosenthal co-wrote *America: A Tribute to Heroes*, the 9/11 telethon which aired on all four networks in September 2001, for which he won a Peabody Award and an Emmy nomination for Outstanding Writing. Rosenthal is also an author, having penned a book on the art of comedy and the making of a sitcom classic. *You're Lucky You're Funny: How Life Becomes a Sitcom* was published in 2006. In April 2011, Rosenthal wrote, directed

and starred in his first feature film for Sony Pictures. *Exporting Raymond*, the true story about the attempt to turn *Everybody Loves Raymond* into a Russian sitcom, was met with critical acclaim. Rosenthal will next combine his love of food and travel with his unique brand of humor for *I'll Have What Phil's Having*, premiering on September 28, 2015 on PBS. Rosenthal lives in Los Angeles, with his wife, actress Monica Horan (who played Amy on *Everybody Loves Raymond*), and their two children.



## SHERRY YARD

For 30 years, renowned Chef Sherry Yard has embraced a range of responsibilities from creating savory and sweet menus, crafting masterful breads, opening new restaurants all while mentoring an entire generation of chefs in kitchens from Singapore to Santa Monica. Yard has earned the praise of her critics and peers with multiple accolades including three James Beard Awards. Her award-winning books *Secrets of Baking* and *Desserts by the Yard* are staples in every baker's kitchen. In 1994, she became the Executive Pastry/Chef/Partner for Wolfgang Puck's worldwide operations. For twenty years her innovative dishes and desserts were a staple at the Academy Awards Governor's Ball, the Grammy Awards and the Emmy Awards. Yard serves as Vice President of Culinary Development for iPic Entertainment Group where she is responsible for culinary innovation and all restaurant and brand concepts from kitchen design to menu development and standards of service. In 2016, Yard will revive the iconic Helms Bakery as Chef and Owner. Helms will be revitalized into a multi-space operation, with an exceptional bakery as well as various vignettes to cater to all hungry diners.



## JOSH KUN

Josh Kun is a writer, curator and professor in the Annenberg School for Communication and Journalism and the Department of American Studies and Ethnicity at USC. His work focuses on the music and politics of cultural connection. He is the author of 2005's *Audiotopia: Music, Race, and America*, which won a 2006 American Book Award, and co-author (with Roger Bennett) of *And You Shall Know Us By The Trail Of Our Vinyl: The Jewish Past As Told Through The Records We Have Loved and Lost*. He is the co-curator (with Bob Santelli) of a 2012 Grammy Museum exhibition on Los Angeles music 1945-1980 as part of the Pacific Standard Time series, and co-curated (with Jim Heimann) *The Donkey Show* at The Santa Monica Museum of Art. In 2005, he co-founded The Idelsohn Society for Musical Preservation, a non-profit reissue label and digital archive dedicated to Jewish-American music, with whom he has co-curated the museum exhibitions *Jews on Vinyl* and *Black Sabbath*. He is co-editor (with Ron Radano) of the book series *Refiguring American Music* for Duke University Press and his writing has appeared in numerous books and scholarly journals, as well as in *The New York Times*, *The Los Angeles Times*, *LA Weekly*, and many other publications. His 2015 book *To Live and Dine in L.A.: Menu and the Making of the Modern City* is available through Angel City Press.



### JOHN R. PHILLIPS

Ambassador John Phillips was nominated by President Barack Obama on June 14, 2013 to serve as the U.S. Ambassador to the Italian Republic and the Republic of San Marino. He was confirmed by the United States

Senate on August 1, 2013, and sworn in on August 16, 2013. Phillips' engagement in public interest law began in 1971 when he cofounded one of the first Ford Foundation funded Public Interest law firm in Los Angeles, focusing on the environment, civil rights and corporate responsibility.



### MARIA GRAZIA CUCINOTTA

Maria Grazia Cucinotta is an Italian actress who has featured in many films and television series since 1990. She has also worked as a producer, screenwriter and model. Cucinotta was born in

Messina, Province of Messina, Sicily, Italy. She is well known in Italy as a movie and television actress, but internationally she is best known for her roles in *Il Postino* and as the Bond girl, the Cigar Girl, in the James Bond film *The World Is Not Enough*. She guest starred in *The Sopranos* episode "Isabella". She also appeared on *The Simpsons* episode "The Italian Bob" voicing Sideshow Bob's wife, Francesca.



### MADELYN RENÉE

Soprano Madelyn Renée made her debut singing Mimi in *La Bohème* opposite Luciano Pavarotti. She has sung in major opera houses worldwide, notably the Metropolitan Opera and the New York City Opera, the Te-

atro alla Scala, the Vienna Staatsoper, the Opéra Nationale and the Opéra Comique in Paris, the Sydney Opera, the Opéra de Montecarlo, the Deutsche Oper in Berlin, Geneva's Grand Théâtre, the San Francisco Opera, the Budapest Opera, the Academy of Music in Philadelphia, the Salzburg Festival and the Bonn Opera. She made her screen debut in Francis Ford Coppola's *Godfather III*, singing and acting in the opera sequences from *Cavalleria Rusticana*. She resides in Milan.



### GEOFFREY COWAN

Throughout his career, Geoffrey Cowan has been an important force across a spectrum of communication and public policy arenas — as a lawyer, academic administrator, government official, best-selling author, distinguished professor, non-profit executive, and Emmy Award-winning producer. In 2010, the trustees of The Annenberg Foundation Trust at Sunnylands appointed Cowan to serve as the first president of the Trust. He

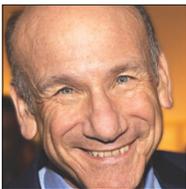
carried on the Annenberg legacy by developing Sunnylands into a world-class venue for important retreats for top government officials and leaders in the fields of law, education, philanthropy, the arts, culture, science and medicine. It has so far welcomed President Barack Obama, including two historic summits with other world leaders: one with China's President Xi Jinping in June, 2013, and the other with King Abdullah II of Jordan in February, 2014. From 1996-2007, he served as dean of the University of Southern California's Annenberg School for Communication & Journalism. In 2007, he was named a University Professor (one of 21 at the university), the inaugural holder of the Annenberg Family Chair in Communication Leadership and director of USC Annenberg's Center on Communication Leadership and Policy. He holds a joint appointment in the USC Gould School of Law and teaches courses in communication and journalism. At USC Annenberg, he launched new academic programs in public diplomacy, specialized journalism, strategic public relations, global communication and online communities. In addition to his tenure at USC, Cowan spent twenty years as a professor of communication law and policy at UCLA, where he became the first director of UCLA's Communications Law program and founded the Center for Communication Policy.

### USC ANNEBERG CENTER ON COMMUNICATION, LEADERSHIP & POLICY

Based in Los Angeles at the Annenberg School for Communication & Journalism at the University of Southern California, the Center on Communication Leadership & Policy conducts academic research and organizes programs for students, scholars, policy-makers and industry leaders to develop ways in which communication leadership, policy, technology and mobile innovation can contribute to a more informed electorate and a safer world. For more information, visit [communicationleadership.usc.edu](http://communicationleadership.usc.edu).

### THE ANNEBERG RETREAT AT SUNNYLANDS

The Annenberg Foundation Trust at Sunnylands, which operates The Annenberg Retreat at Sunnylands and Sunnylands Center & Gardens, is a nonprofit operating entity. The Annenberg Retreat at Sunnylands hosts high-level retreats that address serious issues facing the nation and the world, including the 2013 meeting between President Obama and President Xi of the People's Republic of China. Sunnylands also offers programs through Sunnylands Center & Gardens to educate the public about the history of Sunnylands, its architecture, art collections, cultural significance, and sustainable practices. For more information, visit [sunnylands.org](http://sunnylands.org).



### MARTY KAPLAN

Marty Kaplan is the Norman Lear Professor of Entertainment, Media and Society at the University of Southern California's Annenberg School for Communication and Journalism. His broad career has also spanned government and politics, the entertainment industry and journalism. He served as chief speechwriter to U.S. Vice President Walter F. Mondale, and also as executive assistant to the U.S. Commissioner of Education,

Ernest L. Boyer. He worked at Walt Disney Studios for 12 years, both as vice president of production for live-action feature films, and as a writer-producer under exclusive contract. He has credits on *The Distinguished Gentleman*, starring Eddie Murphy, a political comedy which he wrote and executive produced; *Noises Off*, a farce directed by Peter Bogdanovich, which he adapted for the screen from Michael Frayn's play; and the action-adventure *MAX Q*, produced for television by Jerry Bruckheimer. He was associate dean of the USC Annenberg School for 10 years and is the founding director of the School's Norman Lear Center, whose mission is to study and shape the impact of media and entertainment on society. His Lear Center research includes the political coverage on U.S. local TV news broadcasts; the effects on audiences of public health messages in entertainment storylines; the impact of new technology and intellectual property law on the creative industries; best practices in and barriers to interdisciplinary collaboration; and the depiction of law and justice in popular culture. He graduated from Harvard College summa cum laude in molecular biology, where he was president of the Harvard Lampoon and of the Signet Society. He received a Master's degree in English with First Class Honours from Cambridge University in England. As a Danforth Foundation Fellow, he received a Ph.D. in Modern Thought and Literature from Stanford University.

### THE NORMAN LEAR CENTER

The Norman Lear Center is a nonpartisan research and public policy center that studies the social, political, economic and cultural impact of entertainment on the world. The Lear Center translates its findings into action through testimony, journalism, strategic research and innovative public outreach campaigns. On campus, from its base in the USC Annenberg School for Communication and Journalism, the Lear Center builds bridges between schools and disciplines whose faculty study aspects of entertainment, media and culture. Beyond campus, it bridges the gap between the entertainment industry and academia, and between them and the public forefront of discussion and practice in the field. For more information, visit [www.learcenter.org](http://www.learcenter.org).

### HOLLYWOOD, HEALTH & SOCIETY

Hollywood, Health & Society (HH&S) is a program at the USC Annenberg Norman Lear Center that provides entertainment industry professionals with accurate and timely information for health storylines. With funders that have included the Centers for Disease Control and Prevention (CDC), the Bill & Melinda Gates Foundation, The California Endowment, the Barr Foundation, the National Cancer Institute (NCI), the Grantham Foundation, ClimateWorks, Skoll Global Threats Fund, Health Resources and Services Administration's Division of Transplantation, the Agency for Healthcare Research and Quality, and the Substance Abuse and Mental Health Services Administration, the program recognizes the profound impact that entertainment media have on individual knowledge and behavior. In partnership with our funding agencies, we offer several resources, including quick facts, briefings and consultations with experts, case examples and panel discussions about timely health issues. For more information, visit [www.hollywoodhealthandsociety.org](http://www.hollywoodhealthandsociety.org).