



AT USC,
THERE ARE
MANY KINDS
OF LEGACIES

For the Honorable Walter H. Annenberg, it's the distinguished school that bears his name: the Annenberg School for Communication, dedicated to the study of modern communications media within society.

For Carl E. Hartnack, it's the phenomenal success of the recent Campaign for USC, for which he served as National Chairman.

Amid the thousands of legacies that make up the University of Southern California, the singular vision of these men, combined with their generous concentration of time and resources, has helped transform an outstanding institution into a world-renowned center of higher learning.

Who says one person can't make a difference?

To learn how you can make a difference at USC, call (213) 740-4980

Walter H. Annenberg (left), a longtime member of the USC Associates, served on the Senior Advisory Committee for The Campaign for USC. He has invested more than \$28 million in USC since 1984, including \$21 million in operating support and endowment for the Annenberg School for Communication.

Carl E. Hartnack, who served as National Chairman of The Campaign for USC, has been a member of USC's Board of Trustees since 1975. He served as Chairman of the Board from 1980-85, and became a Life Trustee this year. He is currently a member of the Development Committee. In 1991, an award was established in his name to honor exceptional fundraising volunteers for the University. Mr. Hartnack received the first award.

