



HARVARD Kennedy School

SHORENSTEIN CENTER

on Media, Politics and Public Policy

Fall 2014

# The Shorenstein Center Welcomes Leaders in Media and International Journalism as Fall 2014 Fellows



Shorenstein Center fall 2014 Fellows John M. Geddes, Celestine Bohlen, Matthew Hindman and Yavuz Baydar (from left).

The Shorenstein Center on Media, Politics and Public Policy is pleased to announce its 2014 fall Fellows.

“This fall’s Fellows will focus on two areas of consuming interest: the complex impact of digital technology on media and

governance and the equally complex ongoing international turmoil in the Islamic world and in Ukraine; it’s going to be exciting!” said Alex S. Jones, the Center’s director.

Shorenstein Center Fellows spend the semester researching and writing a paper, and interacting with students and members of the Harvard community.

The fall 2014 fellows are Yavuz Baydar, a Turkish journalist, blogger and cofounder of P24, the Platform for Independent Media; Celestine Bohlen, a columnist at the *International New York Times* and journalism instructor at Sciences-Po University in Paris, France; John M. Geddes, former managing editor of the *New York Times*; and Matthew Hindman, associate professor of media and public affairs at George Washington University.

Complete profiles of the fall 2014 Fellows are on page 5.

## Speaker Series Kicks Off Fall Semester at Shorenstein Center

To inaugurate the fall Speaker Series, the Shorenstein Center invited **Robin Sproul** of ABC News to discuss the challenges of working in a shifting media landscape. Stating that she emerged from the “type-



Above: Robin Sproul at the Shorenstein Center on September 9. Right: BuzzFeed’s Miriam Elder spoke on September 23.

writers to Twitter era,” Sproul looks at the future and asks the question, “Now, Twitter to what?” **Hendrik Hertzberg**, a senior editor at *The New Yorker*, discussed a proposed reform of the Electoral College that could mean the end of “swing states.”

In her Shorenstein Center event, BuzzFeed’s **Miriam Elder**, foreign editor for the online media outlet, spoke of her work building BuzzFeed World. She was followed by **Amy Walter**, National Editor of the *Cook Political Report*, who discussed potential outcomes of the 2014 midterm elections. Democrats know they are facing a “daunting” electoral map, she said.

More coverage and podcasts of these and other Shorenstein Center events are available at [shorensteincenter.org](http://shorensteincenter.org).



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## Support for Students

The Shorenstein Center offers scholarships and internships to HKS students who are interested in media and politics



### Stefanie Knoll

#### Lynette Lithgow Summer Internship German Public Television

By finding and telling stories, journalists act as informers of the public. However, journalists can only really accomplish the goal of informing the public if they are able

to understand and analyze the complex developments that shape the stories they report on. Having worked with different media outlets in Switzerland and Germany, I was looking for a graduate program that would offer me the opportunity to both improve my storytelling ability and my analytical skills. The MPP at the Kennedy School offers this unique combination of rigorous analytical coursework ranging from politics to economics and opportunities to develop and expand my communication skills.

I hope that my study at the Kennedy School will enable me to become a better journalist both technically and analytically. Analytically, I want to develop an informed approach in the face of the multiple challenges we face today. Technically, I want to become a better communicator, one who is able to break down complex topics in simple language without losing the core message.

The Shorenstein Center has been a very useful resource for me in my first year. In

addition to taking courses by Shorenstein faculty, I enjoyed the opportunities that the Shorenstein Center provides students with outside the classroom. I connected with the outstanding fellows at the Center, who rotate every semester, and who will be future sources for me. In addition, the regular Speaker Series talks offered the opportunity to meet compelling characters of the American media landscape. Most important, I've started writing for the Journalist's Resource project. Articles on the website focus on studies and research that have important implications for public policy and society.

My Lithgow internship at the foreign correspondents' bureau of ARD, German TV, in Washington allowed me to experience first-hand how foreign correspondents work. The connections I made with correspondents and producers on site will unquestionably be most valuable for me in the future. I hope to work for German public television after finishing my degree at the Kennedy School. — SK

## FALL 2014 COURSES

### Media/Politics

Seminar: Democracy, Politics, and Institutions (full year)

**THOMAS E. PATTERSON**,  
Bradlee Professor of Government and the Press

Running for Office and Managing Campaigns

The Making of a Politician  
**STEVE JARDING**,  
Lecturer in Public Policy

Democratization

Electoral Integrity  
**PIPPA NORRIS**, McGuire  
Lecturer in Comparative Politics

American Presidents, Politics and Economic Growth

Religion, Politics and Public Policy  
**RICHARD PARKER**,  
Lecturer in Public Policy

Human Rights and Foreign Policy  
**MICHAEL IGNATIEFF**,  
Edward R. Murrow Professor of Press, Politics and Public Policy

### Communications

The Arts of Communication  
**MARIE DANZIGER**,  
Lecturer in Public Policy

The Arts of Communication  
**TIMOTHY MCCARTHY**,  
Adjunct Lecturer

Introduction to Writing for Policy and Politics (module 1)  
**GREG HARRIS**,  
Adjunct Lecturer

Introduction to Writing for Policy and Politics (module 2)  
**ALEXANDRIA MARZANO-LESNEVICH**, Adjunct Lecturer

Advanced Intensive Writing for Policy and Politics (module 2)  
**GREG HARRIS**,  
Adjunct Lecturer

Policy Writing for Decision Makers (modules 1 & 2)  
**LAUREN BRODSKY**,  
Adjunct Lecturer

Advanced Intensive Writing: Column and Opinion Writing  
**JEFFREY SEGLIN**,  
Lecturer in Public Policy

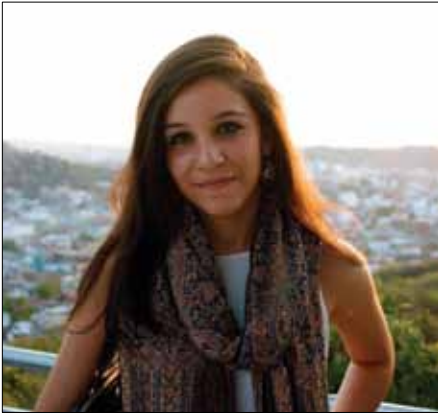
### Digital Courses

Media, Politics and Power in the Digital Age  
**NICCO MELE**,  
Adjunct Lecturer in Public Policy

New Media, Surveillance, Access, Propaganda and Democracy  
**NOLAN BOWIE**,  
Adjunct Lecturer in Public Policy



HKS students at the start of the fall semester.



## Uzra Khan

### Shorenstein Center Scholarship

I am an incoming MPP student from Mumbai, India. I had worked as a jour-

nalist for a number of years, reporting for various publications in the United States and in India, most recently back in Mumbai during the election this past year. This fuelled a more broad interest in the media industry in India as a whole, where print news is booming — a global anomaly, but often at a qualitative and ethical price.

The focus of my interest is in finding ways to better balance corporate ownership and vested private and public interests with independent reportage, which I can take back with me to India one day. There is a lot that the U.S. and India — the two largest democracies, can learn from each other in order to best facilitate an independent and free press, which is to me the crucial cornerstone of democratic society.

I was so excited to find out about the Shorenstein Center last year when I started looking at applying to graduate schools — it was incredible to read about a group of so many seasoned professionals from news and policy spheres all grappling with and discussing solutions to the exact same issues I wanted to focus my attention towards.

I think my time at the Harvard Kennedy School will be an invaluable part of my future career. The rise of the digital age is a transformative time for the spread of news and information, and requires creative new ideas and input from people who are dedicated to the cause, and who also come from different places and perspectives. The Kennedy School seems like the perfect place to be able to begin this conversation. — **UK**



## Brendan Brady

### Shorenstein Center Scholarship

Being a correspondent covering multiple countries is a great way to gain exposure to a variety of social, political and economic issues, but it can be difficult to develop expertise in one field, especially if it requires technical knowledge. This certainly applied to my experience: when, for example, a development bank economist discussed a specific topic with me about trade, some type of regulation or currency policy, I largely understood the concepts but not well enough

that I could constructively question what was being said to me. It is easy to end up being a fairly passive recipient of that sort of information and analysis — whereas, certainly with social or political issues, as a journalist, you tend to receive that information with more active filters. So, that weakness, and a desire to address it head-on, was the impetus for me to apply to the Kennedy School. And, more generally, I thought it would be very exciting to be at a school that attracts leading students, academics and speakers.

My biggest goal while here is to further develop technical understanding in public policy issues — economic ones in particular — so that I'm no longer a passive recipient of the expertise of others. Of course, there are rarely simple and wholly correct technical solutions to society's most complex problems. But having a strong understanding of the arguments and ideas that are put forth about them is a very important starting point. One benchmark that I've set for myself is to be able to understand all of the details in reports about macroeconomic indicators for the countries I covered as a journalist.

Part of the Shorenstein Center's focus

is supporting informed journalism — promoting the place of data (and data analytics) in journalism, and connecting the worlds of academia and the media. Bringing more facts to bear and enhancing the influence of academic research on reporting are goals I strongly support. They are also goals that are central to what I would like to achieve at the Kennedy School and going forward.

Even though I try to resist it, I sometimes fall into the trap of approaching my coursework in search of theories and frameworks that supported my existing views based on my experience. For example, that could be about what promotes or prevents a country's transition to democracy, or why some countries rise out of poverty while others don't.

However, you end up being exposed to very persuasive arguments that challenge your assumptions. It can be deflating to feel as though you've been wrong — or wrongly certain — about particular issues in the past. But that's probably one of the most valuable parts of studying at HKS: to step back, reevaluate, and, maybe, change your mind after you are better informed. — **BB**



## Journalist's Resource Provides Scholarly Research for Reporters, Educators and News Outlets

The Journalist's Resource website continues to deepen and strengthen the output of the working press and to help journalism schools across the country bolster their curricula and focus more on knowledge-training and intellectual content.

The project has now built a comprehensive online database and library that succinctly present leading social science findings relating to news topics. The database contains more than 1,300 entries on news topics and policy issues, and synthesizes the findings of thousands of important studies. In order to connect this material to its intended audience, the Journalist's Resource team has built a 20,000 person-strong email list, a Twitter social media audience of 13,000 followers and a Facebook audience of 6,000-plus.

In 2014, the site is set to see some 700,000 unique visitors and at least two million pageviews. The posts are featured in Google News, and the news community often lights up on social media as new content is published, passing content along to influential audiences.

Each week, the project and its materials help empower several thousand media professionals from news organizations of all kinds — from the *New York Times* and *Wall Street Journal* to *Huffington Post* and the *Detroit Free Press* — as well as thousands of educators who are training the next generation of journalists.

Journalist's Resource also reaches thou-

**"[I need a] research lifeline almost every day.... Today I'll write a column about early childhood education, this week's hot topic in the Texas governor's race. I've checked Journalist's Resource and the information I need is there. Problem solved."**

— Mike Norman, *Star-Telegram*



Leighton Walter Kille (left) and John Wihbey (right) at the AEJMC conference in Montreal in August 2014.

sands of academics and their students. Along with building the project's database, the team continues to craft a wealth of educational materials and tip sheets used by journalism educators across the country who are looking to deepen their curricula. Sample syllabi, focused on vital topics such as diversity and digital reporting, have been downloaded thousands of times.

Kasey Windels of LSU's Manship School recently wrote to say: "I used the 'Digital Media and Society' syllabus as a resource and guide for my course 'Digital Media: Theory, Application, Effects.' It was great to have such a well-developed syllabus on which to refer. I also read through the emails sent to quickly learn about the latest research in digital media. It's a truly great resource for academics."

Similarly, Robert Jensen at the University of Texas, Austin, told us: "I find the Journalist's Resource summaries an invaluable aid in my teaching. Journalism professors, like working journalists, typically try to stay current on a dizzying number of topics, and having a trustworthy team to summarize new developments in research is a great help when I'm prepping for classes. I also regularly direct students to these resources."

Journalist's Resource also fields research requests from news organizations, from community papers and public television affiliates to *USA Today* and the *New York Times*. The team has visited at least two dozen journalism school classrooms to talk about research best practices. Shorenstein Center Director Alex S. Jones continues to speak around the country about the project and what it affords working media organizations.

Over the past year, Tom Patterson's new, landmark book *Informing the News: The Need for Knowledge-based Journalism* has provided a definitive intellectual basis for this movement in journalism, while managing editor John Wihbey's Shorenstein research papers on digital networks and media credentialing, and recent essays in the *Chronicle of Higher Education*, *Pacific Standard* and the *Boston Globe* have continued to give the project improved visibility.

To sign up for the Journalist's Resource weekly email, go to [journalistsresource.org](http://journalistsresource.org).

**"I rely on the Journalist's Resource to help me better grasp what issues are important for my U.S. audience and to remain aware of resources that are available to me over there that I wouldn't otherwise think about. Several of the studies have also been very useful in helping me to better interpret the news taking place around me to offer it to a domestic audience."**

— Melissa Eddy,  
*International New York Times*

**journalistsresource.org**

🐦 @journoresource  
📘 journalistsresource

## JOAN SHORENSTEIN FELLOWSHIP PROGRAM

FALL 2014



**YAVUZ BAYDAR** is a Turkish journalist, blogger and cofounder of P24, the Platform for Independent Media. Based in Istanbul, he writes for *Today's Zaman*. His articles have appeared in the *New York Times*, *The Guardian*, *El País*, *Al Monitor*

and the *Al-Jazeera* website. Baydar served as president of the Organization of News Ombudsmen (ONO) and in 2014 received the Special Award of the European Press Prize for his work as Turkey's first news ombudsman. At the Shorenstein Center, he will be exploring strategies to overcome obstacles for media self-regulation in emerging democracies.



**CELESTINE BOHLEN** is a columnist at the *International New York Times* and teaches journalism at Sciences-Po in Paris, France. Previously, she was a foreign correspondent for the *New York Times* based in Moscow, Budapest and Rome, and was also

a culture reporter based in New York. Additionally, she has worked for *Bloomberg*, the *Washington Post*, the *Trenton Times*, the *Washington Star* and the *Lowell Sun*. At the Shorenstein Center, she will be researching the media coverage of the crisis in Ukraine, with a focus on the difficulties of tracking assets of individuals targeted by E.U. and U.S. sanctions.



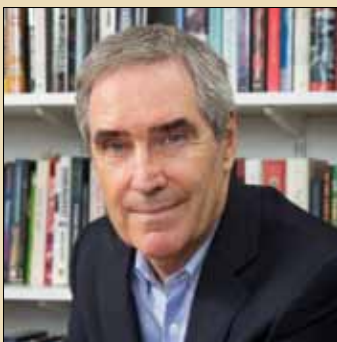
**JOHN M. GEDDES** is the former managing editor of the *New York Times*. Prior to his 2013 retirement he had also held the roles of deputy managing editor and business editor. Before joining the *Times* in 1994, he worked in various capacities at BIS Strategic Decisions, Friday Holdings,

spent 13 years as an editor and reporter with the *Wall Street Journal* and served as a reporter for the AP-Dow Jones News Service and *Ansonia Evening Sentinel* in Connecticut. While at the Shorenstein Center, he will be writing about the collision of journalism and digital innovation through the lens of reporters and commentators who directly covered technology.



**MATTHEW HINDMAN** is an associate professor of media and public affairs at George Washington University. His 2009 book, *The Myth of Digital Democracy*, won the 2010 Goldsmith Book Prize as well as the Donald McGannon Award. He has published

on topics such as online campaigning, "open source" politics and the online public sphere. Hindman was a Javits Fellow at Princeton and a Fellow at both the Harvard Department of Government and the Kennedy School. At the Shorenstein Center, he will write about the future of journalism and the growing audience for online local news.



**MICHAEL IGNATIEFF** was named Edward R. Murrow Professor of Press, Politics and Public Policy on July 1, 2014. He is a Canadian author, scholar, journalist and former politician. He holds a doctorate in history from Harvard University and has held academic posts at Kings College, Cambridge, the University of Toronto and the University of British Columbia. He served in the Parliament of Canada and was Leader of the Liberal Party of Canada. His books include *Isaiah Berlin* (1998); *Human Rights as Politics and Idolatry* (2001); and *Fire and Ashes: Success and Failure in Politics* (2013). At the Shorenstein Center, Ignatieff will participate in research activities and lend his expertise to the Fellows Program. He will be teaching courses on Responsibility and Representation: Meeting the Demands of Political Life; Sovereignty and Intervention; and Human Rights and Foreign Policy.

## Margaret H. Marshall Will Deliver Annual Salant Lecture

Margaret H. Marshall, senior counsel at Choate, Hall & Stewart LLP, will deliver the Salant Lecture on Freedom of the Press on November 13.

Marshall served as Chief Justice of the Supreme Judicial Court of Massachusetts until December 2010. She wrote more than 300 opinions, including the 2003 decision in *Goodridge v. Department of Public Health*, which declared that the Massachusetts Constitution prohibits the state from denying same-sex couples access to civil marriage. The ruling made Massachusetts the first state to legalize gay marriage.

Marshall is recognized as a champion for an independent judiciary and as a leader in the promotion of administrative reforms within the judicial branch. She is credited with modernizing the Massachusetts judiciary and bringing greater transparency and accountability to the management and professionalism of the courts.

Marshall was born in South Africa, where she led the National Union of South African Students, dedicated to ending apartheid. She is a graduate of Witwatersrand University, Harvard University and Yale University.



### Farewell, Edie!

After more than 40 years of service, Edie Holway bid farewell and retired in June 2014. We are so grateful for all Edie did for the Center, and her legacy with the Joan Shorenstein Fellows program will always be remembered.



### New Faces at the Center

In July, the Shorenstein Center welcomed several new staff members: Tim Bailey, Events Manager; Katie Miles, Fellows Program Manager; and Brandon Ward, Faculty Assistant.



## Shorenstein Center Website Gets a Redesign

The new website features a responsive design that can easily be viewed on a variety of mobile devices.

The new look is fresh and clean, focusing on important news and upcoming events on the front page. Also featured on the front page is a feed from Journalist's Resource, with the most recent posts displayed.

Check it out! <http://shorensteincenter.org>



## Faculty and Staff



**ALEX S. JONES**, Director; Laurence M. Lombard Lecturer on the Press and Public Policy

**NANCY PALMER**, Executive Director

**TIM BAILEY**, Events Manager

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**RICHARD PARKER**, Lecturer in Public Policy

**THOMAS E. PATTERSON**, Bradlee Professor of Government and the Press

**JEFFREY SEGLIN**, Lecturer in Public Policy; Director, Communications Program

**BRANDON WARD**, Faculty Assistant

**JOHN WIHBEY**, Managing Editor, Journalist's Resource

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