



**EXPLORING:
The Media and Politics Frontier**

Shorenstein Center Celebrates 25 Years

For 25 years, the Shorenstein Center has brought together the interconnected worlds of media, politics and public policy. To celebrate its anniversary, the Center hosted a weekend of conversations with leaders in new media and politics to look forward to a future of engagement and excellence. See page 3 for more on the events.

**New Communications
Program Director**



Jeffrey L. Seglin, Lecturer in Public Policy, has joined HKS as the director of the Communications Program, now affiliated with the Shorenstein Center. From 2004 through 2010, he

wrote an ethics column distributed by The New York Times Syndicate, and from 1998 through 2004, Seglin wrote a monthly business ethics column for the Sunday *New York Times* Money and Business section. From 1999 until 2011, he was a tenured associate professor at Emerson College in Boston where he was also the director of the graduate program in publishing and writing. Seglin holds a master's degree in theological studies from Harvard Divinity School, and a Bachelor of Arts degree in English from Bethany College in West Virginia.

Under Seglin's direction, the Communications Program sponsored a robust lineup of fall workshops for HKS students on topics such as using the live web and social media, documentary filmmaking, on-camera interviewing, writing op-ed pieces and campaigning with Twitter and Facebook.

Luci Herman, who has taught as Adjunct Lecturer, has been promoted to Lecturer in Public Policy in the Communications Program.

After nearly 20 years as the HKS Communications Program Director, Marie Danziger stepped down in June 2011.

Fall 2011 Fellows and Visiting Faculty

The Shorenstein Center is pleased to announce its fall Fellows.

"This semester's group of Fellows is truly dazzling, with superb people at the cutting edge of politics, journalism, and scholarship—and, with Vivek Kundra—perhaps the top person in the nation to illuminate where all these disciplines meet digital technology," said Alex S. Jones, director of the Shorenstein Center.

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

The fall Fellows are **Neal Gabler**, author, *An Empire of Their Own*; **Vivek Kundra**,



former U.S. Chief Information Officer; **Renée Loth**, *The Boston Globe*; **Fritz Mayer**, Duke University; and **Mark McKinnon**, communications strategist. Visiting Faculty is **Gina Glantz**, Adjunct Lecturer in Public Policy.

See page 4 for complete bios of the Fellows.

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Andrew Sullivan Delivers Annual Theodore H. White Lecture: “Conservatism and Its Discontents”



The 22nd annual Theodore H. White Lecture on Press and Politics was given by Andrew Sullivan, one of the world's most widely read bloggers. He is a political commentator and the author of five books. His blog now appears on *The Daily Beast*. The Lecture took place on

Thursday, November 17, 2011, at the John F. Kennedy Jr. Forum.

The Theodore H. White Lectureship on Press and Politics commemorates the life of the reporter and historian who set the standard for contemporary political journalism and campaign coverage. White's landmark book *The Making of the President, 1960*, subsequent volumes on later campaigns, and *America in Search of Itself*, all remain vital historical documents on campaigns and the press. The Theodore H. White Lecture was inaugurated in 1989 with a panel that included R. W. Apple Jr., John King Fairbank and Ben Bradlee and is delivered annually by a noted politician or journalist.

Thomas Frank Receives Nyhan Prize

The 2011 David Nyhan Prize for Political Journalism was given to Thomas Frank, author of several books, including *What's the Matter with Kansas?* and *The Wrecking Crew*. He is a columnist and contributing editor for *Harper's* magazine and has been a contributing editor to the magazine since 2004. The prize was awarded before the Theodore H. White Lecture on Press and Politics on November 17, 2011, at the John F. Kennedy Jr. Forum.



always expended an extraordinary amount of resources to keep their people from communicating with one another or with the outside world”

Shirky concluded by looking to the future: “I can think of nothing I would recommend more highly to Shorenstein in the next 25 years than thinking through the possibility of political speech in a post-national environment and securing for ourselves some of the advantages we enjoyed in securing political speech in a national environment.

“We could do this. We could see that this increase in freedom of expression, the practical lived experience for billions of people worldwide remains part of the global fabric of conversation. But we could also lose. Not all counter reformations fail. Last time maybe we just got lucky.”

Full transcript, video and mp3 at www.shorensteincenter.org.

Clay Shirky Gives Salant Lecture on Freedom of the Press



As a part of the Shorenstein Center's 25th anniversary, Clay Shirky, Professor of New Media at New York University and author of *Cognitive Surplus*, delivered the fourth annual Richard S. Salant Lecture on Freedom of the Press.

Shirky began his lecture with a tour of the historical tension between “the actual technical capability and a set of legal and policy restraints that envelop and shape that capability.”

“This is a dangerous moment for free speech,” he said, “not because we know

how nation states and post-national media environments interact, but because we don't. We don't. And the reaction to that change, the reaction to the enormous increase in free speech as an actual practical capability could leave us in a considerably worse state than we are now.

“There is a lot of attention paid when thinking about freedom of speech, particularly as regards to the use of the Internet, on the world's autocracies, on Iran, on China, on Cuba. But of course there is nothing new there. Autocracies have

Celebrating 25 Years with the Shorenstein Center

Two days of provocative conversation and forward thinking

Recaps, video, audio and transcripts available at www.shorensteincenter.org



Ken Auletta, *New Yorker* columnist, spoke with Vivek Kundra, Shorenstein Center Fellow and former U.S. Chief Information Officer.



Carole Shorenstein Hays, Alex S. Jones and Doug Shorenstein celebrate the Center's anniversary.



New York Times columnist David Carr spoke with Danah Boyd, senior researcher for Microsoft Research.



Xeni Jardin, founding partner and co-editor of Boing Boing, spoke with Miles O'Brien, science correspondent, PBS NewsHour.



HKS Lecturer in Public Policy Nicco Mele and Morra Aarons-Mele live-tweeted during the conversations.



Emily Bell, director of the Tow Center for Digital Journalism at Columbia Journalism School, spoke with Joichi Ito, director of the MIT Media Lab.

What Is the Future of News? Video contest searches for answers

The Shorenstein Center sponsored a video competition in honor of its 25th anniversary. Morra Aarons-Mele, HKS alumna and founder of Women Online, administered the contest, and through social media networks, put out a call for short videos that answered the question, "What is the future of news?" Catherine Orr and Elena Rue were the grand-prize winners for their video, "Sharing." They received a cash prize of \$2,000. Lujain Ismail Shafeeq and David Porter were finalists and each received a \$500 prize.

The judges were Lorie Conway, documentary filmmaker; Rick Kaplan, executive producer, *This Week with Christiane Amanpour*, ABC News; and Mark Whitaker, executive vice president and managing editor, CNN.

Watch the videos at www.shorensteincenter.org.



Catherine Orr, Lujain Ismail Shafeeq, David Porter, Elena Rue

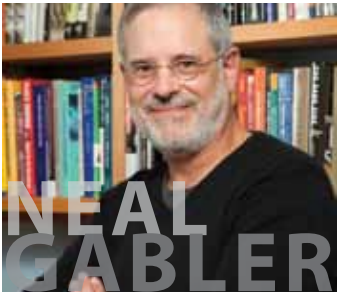


Marvin Kalb, the Shorenstein Center's founding director, reflected on 25 years.



Jonathan Moore and former Fellow William Powers reconnected at the event.

FALL FELLOWS



NEAL GABLER is the author of a number of best-selling and prize-winning books, including *An Empire of Their Own: How the Jews Invented Hollywood*. He is a regular contributor to numerous publications and served as a panelist on “Fox News Watch” from 2002 until 2007. He has been the host

of the PBS movie review program *Sneak Previews*; *American Movie Classics*; *Reel to Real* on the History Channel; and he is currently the host of *Reel Thirteen* on WNET, for which he won an Emmy in 2009. He is a Senior Fellow at the Norman Lear Center for the Study of Society and Entertainment at USC and a visiting professor at SUNY Stony Brook. Gabler’s project at the Shorenstein Center, as part of a biography of Senator Edward M. Kennedy, will trace Kennedy’s press coverage over time, to understand the influences that determined the coverage, and to theorize about what that coverage suggests about the press and politics.



FRITZ MAYER is an associate professor of public policy studies and political science at Duke University’s Sanford School of Public Policy. He is the author of *Interpreting NAFTA: The Art and Science of Political Analysis*. Mayer served as senior international trade and foreign policy

advisor to former U.S. Senator Bill Bradley from 1992 to 1993. In previous stints in Washington, Mayer served as an aide to Congressman Sander Levin, and as a policy analyst at the U.S. Environmental Protection Agency. Mayer received an A.B. in history and literature from Harvard College, and an M.P.P. and a Ph.D. in public policy, both from the John F. Kennedy School of Government at Harvard University. His research at the Shorenstein Center will focus on “The Drama of Climate Change” and how the news coverage influenced public opinion.



MARK MCKINNON is a Reidy Fellow at the Shorenstein Center. For 30 years, McKinnon has worked as a communications strategist for causes, companies and candidates, including President George W. Bush, Senator John McCain, Governor Ann Richards, Congressman “Good Time” Charlie Wilson, Lance Armstrong and Bono. He is a weekly columnist for *The Daily Beast* and co-founder of the bipartisan group No Labels which is dedicated to more civil discourse in politics. McKinnon is vice chairman of Hill & Knowlton and Public Strategies, and president of Maverick Media. He has helped engineer five winning presidential primary and general elections and has been awarded more than 30 Pollie and Telly awards. McKinnon’s research topic at the Shorenstein Center is focused on the structure of the presidential primary debates.



VIVEK KUNDRRA was appointed as the first United States Chief Information Officer by President Obama and is credited with saving over \$3 billion in taxpayer dollars, adopting game-changing technologies in the public sector, strengthening the cybersecurity posture of the

nation and launching an open government movement through the data.gov platform, which has been replicated across 21 nations, 29 states, 11 cities and several international organizations. Prior to joining the Obama administration, Kundra served in Mayor Fenty’s cabinet as the CTO for the District of Columbia and Governor Kaine’s cabinet as Assistant Secretary of Commerce and Technology for the Commonwealth of Virginia. Kundra’s research at the Shorenstein Center will focus on the implications of digital media and technology on governance. He is also serving as a Fellow at Harvard’s Berkman Center on the Internet and Society.



RENÉE LOTH is a Goldsmith Fellow at the Shorenstein Center. She is a columnist for the *Boston Globe* and is the newspaper’s former editorial page editor. Loth holds a journalism degree from Boston University, where she edited the campus newspaper during the 1970s. She then edited the

East Boston Community News, worked as a political reporter for the *Boston Phoenix* and later became associate editor of *New England Monthly* magazine. In 1985, she was hired by the *Boston Globe* as a staff writer for the Sunday magazine. She went on to cover Governor Dukakis and other politicians as a State House bureau reporter. In 1992, she covered the presidential campaign, inaugurating the popular Ad Watch column analyzing TV political ads. She has reported from 14 countries. Loth’s research at the Shorenstein Center will focus on news literacy.

VISITING FACULTY



GINA GLANTZ is an Adjunct Lecturer in Public Policy. Glantz has worked as a campaign manager, field director and political consultant at the congressional, state and presidential level. She is teaching a module (half-course) at the Kennedy School on “Organizing for Power: Using Technology to Translate Passion into Policy.” Glantz was the former senior advisor to President Andrew Stern of the Service Employees International Union (SEIU), the largest and fastest growing trade union.

Ms. Glantz served as a traveling political aide to Governor Howard Dean during the latter part of the 2004 presidential primaries; as National Campaign Manager for Bill Bradley for President (1998–2000), and as general election National Field Director of the Mondale-Ferraro campaign in 1984. In 1985, she co-founded the consulting firm Martin & Glantz, now known as Fowler Hoffman. Ms. Glantz graduated from the University of California at Berkeley. She was a Fellow at Harvard’s Institute of Politics in the Fall of 2009.

Treasury Sec. Geithner Addresses NYC Audience



Photography by Martha Stewart.

Congress must adopt a “balanced strategy” to address the country’s long-term fiscal health and avert the looming crisis over the national debt limit, said U.S. Treasury Secretary Timothy F. Geithner at an event hosted by the Joan Shorenstein Center on the Press, Politics and Public Policy.

Geithner’s remarks came as part of a wide-ranging session moderated by Shorenstein Center Director Alex S. Jones at The Harvard Club of New York City on May 17, 2011. The forum, titled “A Conversation on the Economy and our Fiscal Challenge,” took place before a room filled with reporters and guests, including family members of Walter H. Shorenstein, in whose memory the event was dedicated.

In the midst of the debate over raising the nation’s debt limit, Secretary Geithner echoed a theme that guided the Obama administration’s policies during the financial crisis and rescue package: “Confidence is much more expensive to recover than to keep.”

Geithner also made a personal aside at the opening of the event, mentioning that he fondly remembered his visits to the Harvard Kennedy School to see his uncle, Jonathan Moore, the former director of the Institute of Politics who was instrumental in founding the Shorenstein Center. In his younger days, Geithner recalled, “I remember sitting on the floor of his office for many hours.”

From an article by John Wihbey and Janell Sims.

Fall 2011 Courses

Digital Courses

Organizing for Power: Using Technology to Translate Passion into Policy

GINA GLANTZ, Adjunct Lecturer in Public Policy

Understanding the Internet for Politics and Policy

NICCO MELE, Adjunct Lecturer in Public Policy

New Media, Surveillance, Access, Propaganda and Democracy

NOLAN BOWIE, Adjunct Lecturer in Public Policy

Media/Politics Courses

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

Communications Courses

The Arts of Communication

MARIE DANZIGER, Lecturer in Public Policy

Policy Writing for Decision-Makers

LUCI HERMAN, Lecturer in Public Policy

Introduction to Writing for Policy and Politics

JOSHUA ROTHMAN, Instructor in Public Policy

Advanced Intensive Writing: Columns and Opinion Writing

JEFFREY SEGLIN, Lecturer in Public Policy

January 2012

Human Rights Advocacy Using Video, Social Media and Participatory Media

SAM GREGORY, Adjunct Lecturer in Public Policy



Fall Speaker Series



DAN WASSERMAN
Editorial Cartoonist,
The Boston Globe.



JESSICA YELLIN
Chief White House
Correspondent, CNN

PETER HART
Chairman, Peter D. Hart
Research Associates.



ANDY CARVIN
Senior Strategist,
Social Media
Desk, NPR.



JEFF MADRICK
Editor, *Challenge*
magazine; Senior Fellow,
the Roosevelt Institute.

JANET BROWN
Executive Director,
Commission on
Presidential Debates



ZEYNEP TUFEKCI
Assistant Professor,
UNC - Chapel Hill



HOWARD FINEMAN
Editorial Director,
Huffington Post-AOL
Media Group



Leora Falk

Photo by Portrait Simple, courtesy of Leora Falk.

Before coming to the Kennedy School I worked as a reporter in D.C. for about four years. I was regularly covering policy issues that were intriguing, difficult and often controversial. By trading the newsroom for the Kennedy School classroom, I hope to be able to learn new skills for analyzing policy and for critically assessing other people's analysis of policy. That way, if and when I return to the newsroom, I am better equipped to write in-depth stories about policy issues that likely have wide-ranging effects on my readers' lives.

Shorenstein Center Scholarship Winner

The Shorenstein Center is one of the things that most excites me about the Kennedy School. I am excited about the number of people—both professionals in the field and academics—who are engaged in discussing the role the media plays in politics and policy. It is great to be part of a community of professors, fellows, and students, that has so many diverse ideas and experiences that are informing interlinked discussions. Understanding the ways technology affects news coverage of politics and how politicians adjust their decisions to better play into the news cycles will allow me to cover politics with a better understanding of ways that I can influence the future of the industry. I've already attended several Shorenstein Center events and each one has been exciting

and informative while also challenging the way I think about the relationship of media and politics.

I am particularly interested in how the Internet—through sharing sites like YouTube and Twitter and through blogs and sites that target particular political audiences—shape the way that politicians run for office and formulate policy. I am thrilled to be able to be here through the 2012 election, so that I can study these questions as they are played out on the national stage. This semester I am taking Nicco Mele's "Media, Politics, and Power" course, which is already shifting and shaping the way I think about how people use the Internet and what that means for both governing and campaigning.



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

NANCY PALMER, Executive Director

MATTHEW BAUM, Kalb Professor of Global Communication

NOLAN BOWIE, Adjunct Lecturer in Public Policy

DICK CAVANAGH, Adjunct Lecturer in Public Policy

MARIE DANZIGER, Lecturer in Public Policy

JAMES FLEMING, Financial Administrator

LUCIANA HERMAN, Lecturer in Public Policy

EDITH HOLWAY, Fellows and Programs Administrator

STEVE JARDING, Lecturer in Public Policy

MARVIN KALB, Edward R. Murrow Professor of Practice Emeritus (Washington)

ALEX KEYSSAR, Matthew W. Stirling Jr. Professor of History and Social Policy

LEIGHTON W. KLEIN, Web Journalist

ALISON KOMMER, Staff Assistant

KRISTINA MASTROPASQUA, Staff Assistant

HEATHER MCKINNON, Staff Assistant

NICCO MELE, Adjunct Lecturer in Public Policy

PIPPA NORRIS, Paul F. McGuire Lecturer in Comparative Politics

RICHARD PARKER, Lecturer in Public Policy

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

JOSHUA ROTHMAN, Instructor in Public Policy

JANELL SIMS, Communications Coordinator

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

MARGARET WEIGEL, Web Journalist

JOHN WIHBEY, Web Journalist

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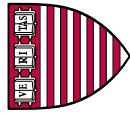
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