

News from the Joan Shorenstein Center on the Press, Politics and Public Policy John F. Kennedy School of Government, Harvard University

#### Spring 2011

# **Press Politics**

### Las Vegas Sun Reporters Win Goldsmith Prize

The \$25,000 Goldsmith Prize for Investigative Reporting has been awarded to Marshall Allen and Alex Richards of the *Las Vegas Sun* for their investigative report "Do No Harm: Hospital Care in Las Vegas."

After a two-year investigation, including the review of 2.9 million records. the Sun's five-part multi-platform series identified the preventable infections and injuries taking place in Las Vegas hospitals. Allen and Richards set out to impose transparency on Las Vegas hospitals so they would be held accountable. The multimedia

presentation of their findings resulted in consumers having access to quality-of-care data that will help them make more informed decisions.

"This extraordinary piece of work demonstrates the power of teaming high quality investigative journalism with imaginative and elegant multimedia representation. It is the future of news," said Alex S. Jones, director of the Shorenstein Center.

Launched in 1991, the Goldsmith Prize for Investigative Reporting

honors journalism which promotes more effective and ethical conduct of government, the making of public policy, or the practice of politics by disclosing excessive secrecy, impropriety and mismanagement.

Brian Greenspun (left), Alex S. Jones, Alex Richards and Marshall Allen. Photography by Martha Stewart.





Frank Rich, former *New York Times* columnist, received the Goldsmith Career Award for Excellence in Journalism.

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Facebook executive Sheryl Sandberg speaks at HKS. See page 5.



Rachel Maddow Delivers 21st Annual Theodore H. White Lecture

Rachel Maddow, host of MSNBC's *The Rachel Maddow Show*, gave the 2010 T.H. White Lecture on Press and Politics to a packed Forum on a crisp November evening.

In her lecture, Maddow described the current political situation in the United States as a consequence of a system that has "made a market in electioneering that has nothing to do with taking office. We have decoupled the process from the responsibility. And we are making a killing doing it." Read more on page 2.



# T.H. White Lecturer Rachel Maddow Discusses the Impact of Opinion-Driven Media



Shorenstein Center Director Alex S. Jones with T.H. White Lecturer Rachel Maddow. Photography by Martha Stewart.

n November 14, Rachel Maddow, host of U The Rachel Maddow Show on MSNBC, delivered the 21st annual Theodore H. White Lecture on Press and Politics at the John F. Kennedy Jr. Forum.

To watch the video of the Lecture, listen to the audio recording or read the full transcript, visit the Shorenstien Center's website (www.shorensteincenter.org). An excerpt from the Lecture follows:

The media in my view is going to be fine. Journalism is going to be fine. The news is going to be fine. The problem in turning politics into profitable and high-profile TV news right now is not what it does to TV, not what it does to journalism, not what it does to news, it is what it does to politics. When we made a market for mortgages that had nothing to do with houses the result was not good for houses. The result was not good for the baseline American need to keep people in houses. When we made a market for electioneering that had nothing to do with taking office, the thing to worry about that is taking office.

The thing to worry about, because of that decision we have made, is what it does to governing. There is a reason people in opinion driven news flirt with running for

#### **"THE PROBLEM IN TURNING POLITICS INTO** PROFITABLE AND HIGH-PROFILE TV NEWS RIGHT did not disappear. NOW IS NOT WHAT IT DOES TO TV, NOT WHAT IT DOES TO JOURNALISM, NOT WHAT IT DOES TO NEWS, IT IS WHAT IT DOES TO POLITICS."

claim, I know. But frankly the press evaporate. The press changed. And it is still changing. So far what it has changed into is both

office. It gives you a ratings spike. Duh. There is a reason though that people flirt with it but don't do it. There is a reason why the version of electioneering done for TV purposes, in my view, should be divorced from actual fundraising and political donations. It is not to

dangerous and creative. It is both smart and more than occasionally stupefying. It makes people hate the press broadly and it also makes people find their heroes among the press. It is not brave, this new world, but it is new.



protect us. We are not fragile. It is to protect politics....

... The press may now approximate what it is to run for office, but we approximate very, very poorly what it is to hold office. The conflation of those two things is good for TV. It is not necessarily bad for journalism....But I do think it's bad for governance. Whether or not you believe that the mainstream press is slowly evaporating probably depends on how you feel about the word mainstream. It may also depend on whether or not you used to have a job in the old media and whether or not that job still exists.

Lamenting changes in the media is a little bit like lamenting changes in kids these days and that horrible modern music. The complaint is not much different than it was in the 1950's and the pace of change is not much affected by the lamentation. Missing the unsustainable things that we feel moonv about in journalism but we've lost at this point is academic. Bad setting to make that

# *Post's* Marcus Brauchli Delivers 2010 Richard S. Salant Lecture

n reflecting on today's media world, 2010 Salant Lecturer Marcus Brauchli looked back to the roots of the organization he leads, *The Washington Post*. Founded in 1877, it was just one in a universe of left- and right-leaning publications. Now, Brauchli said, "we are once again on a frontier."

As executive editor of *The Post*, Brauchli is directing the integration of its print and online newsrooms. "All of us today are part of a digital ecosystem," he said, noting that today stories can originate from a blog or sites such as WikiLeaks as easily as they can from mainstream news organizations. "There's a lot not to love about new media,"

### William Greider Receives David Nyhan Prize

Preceding the T.H. White Lecture on November 14, the 2010 David Nyhan Prize for Political Journalism was given to William Greider, national affairs correspondent for *The Nation*. In introducing Greider, Alex S. Jones, Shorenstein Center director, said that "despite his critical perspective, Bill Greider has also maintained an endearing optimism, something very much in the David Nyhan tradition." Brauchli observed, but he insisted that the "oceans of information" on the Internet favor "islands of clarity" such as *The Post*.

Before joining *The Post*, Mr. Brauchli was managing editor of *The Wall Street Journal*, with responsibility for its newsrooms and editions in the United States and internationally, in print and online. He also had editorial responsibility for MarketWatch, the financialnews website. He was appointed managing editor in April 2007 and resigned one year later, after News Corp. acquired the *Journal*'s parent company, Dow Jones & Co. Mr. Brauchli spent 15 years as a correspondent in Asia and Europe. He served as the *Journal*'s



Marcus Brauchli delivers the third annual Richard S. Salant Lecture. Photography by Martha Stewart.

national editor during the 2000 election, the corporate scandals of that era, and the Sept. 11, 2001, terrorist attacks, the *Journal*'s coverage of which won a Pulitzer Prize.

# T.H. White Seminar Explores Political, Media Changes

The 2010 Theodore H. White Seminar on Press and Politics took place the morning after Rachel Maddow's T.H. White Lecture. The seminar panelists were Mindy Finn, GOP online political consultant; Charles Gibson, former ABC News anchor and Reidy Fellow at the Shorenstein Center; William Greider, national affairs correspondent for *The Nation* and recipient of the 2010 Nyhan Prize; David King, Lecturer at Harvard Kennedy School; and Susan Milligan, former *Boston Globe* reporter and current IOP Fellow. The discussion was moderated by Alex S. Jones, director of the Shorenstein Center.

To begin the discussion, Jones asked panelists to reflect on some of the issues raised by Maddow in her T.H. White Lecture. King focused on the rise of the Tea Party, which he felt wasn't strictly an Internet-driven phenomenon. "New media alone doesn't do anything," he said. "Mobilization still takes place person to person." Greider agreed, but saw promise in the current tumult in

> David King and Charles Gibson (right) at the T.H. White Seminar. Photography by Martha Stewart.

media and politics: "We are literally in a time when Americans are re-inventing how they communicate with each other." Milligan was less hopeful: The dysfunction in Washington is "bad for democracy," she said, something that is "made worse by the media, which just focuses on the constant campaign." For Gibson, the current media landscape was new, but it wasn't eternal: "The half-life of cable news is very short," he said, envisioning a coming world "where there are effectively an infinite number of voices."



### **New Spring Fellows at the Shorenstein Center**



#### **BOB CALO**, Senior

Lecturer at the Graduate School of Journalism at UC Berkeley, co-directs the video storytelling and reporting program and is the executive editor of Richmond Confidential, one of three hyper-local news sites run by the school. Calo was a broadcast producer for NBC News in New York, a producer for the ABC News program *Prime Time Live* and a

news and documentary producer at KQED-TV in San Francisco. In 2008, he served as national coordinator for News21, the 12-university collaboration for innovative digital journalism sponsored by the Knight Foundation and Carnegie Corporation. He is currently the senior producer for Sound Tracks, a PBS series in development about the intersection of music, culture and politics. His project at the Shorenstein Center will look at cultural, political and demographic roots of news audience disengagement and mistrust.



#### **WAJAHAT S. KHAN**

is a journalist who works for Newsweek Pakistan and Aaj TV. He began his work in journalism as a reporter and editorial writer for the University of Michigan student newspaper, *The Michigan Daily*. He eventually became a war correspondent and photographer covering post–9/11 Afghanistan and Pakistan for the college daily. Khan returned to

Pakistan to report for the English-based daily, *The Dawn*, as well as its monthly, *The Herald*. Khan has worked for the country's top TV networks — Geo, Dawn and Aaj — as a producer, editor, anchor and documentarian. Khan is investigating the Pakistani media's shifting editorial stance on the War on Terror, its inherent and engineered structural/systemic biases, and the role of external groups like the military and the intelligence services in providing "optics" for coverage of the restive combat zones of the country.



#### **ALEXIS GELBER**,

Goldsmith Fellow, supervised award-winning coverage of politics, social issues and international news as *Newsweek* magazine's national affairs editor, assistant managing editor and the managing editor of Newsweek International. As Director of Special Projects from 2001 to 2008, she created

special issues and new entrepreneurial projects. In 2004 and 2008 Gelber edited *Newsweek*'s special presidential election project. Both projects were published by *Public Affairs*, and the 2004 project won a National Magazine Award. In 2009, Gelber served as the founding books editor of The Daily Beast. She is an editorial consultant based in Washington, DC and New York, where she is an adjunct professor at NYU's Arthur L. Carter Journalism Institute. Her research will focus on women politicians in the new media age of social networking and cable TV.



#### **NEIL LEWIS**, Goldsmith

Fellow, was a correspondent with *The New York Times* from 1985 until his retirement in 2009. Before joining *The Times*, he worked for Reuters news agency in Washington, London and Johannesburg. He was Reuters' White House correspondent and served as senior correspondent in South Africa in the early 1980s. His work has appeared in several

magazines including *The New Republic, Washington Monthly, Rolling Stone* and *The New York Times Book Review.* He is co-author of the book, *Betrayal: The Story of Aldrich Ames, an American Spy.* Mr. Lewis was most recently a general assignment and investigative correspondent in the Washington bureau of *The Times.* He teaches media law at Duke Law School. His research will focus on the American Jewish community and Israel, exploring lobbies, loyalties and their influence on the press.



#### **SANDY ROWE** is the Knight Fellow at the Shorenstein Center. She was editor of *The Oregonian* in Portland from 1993 until January 2010. In 2010, the American Society of Newspaper Editors awarded Rowe its National Leadership Award. Rowe chairs the Board of Visitors of The Knight Fellowships at Stanford University and is a board member of the Committee to Protect Journalists based in New York. She is a past president of the American Society of Newspaper Editors. From 1984 until April 1993, Rowe was executive editor and vice president of *The Virginian-Pilot* and *The Ledger-Star*, Norfolk and Virginia Beach, Virginia. She is researching the local case for partnerships and collaboration in investigative reporting. Rowe's year-long fellowship is funded by the John S. and James L. Knight Foundation.

Photography by Martha Stewart.

### Study Group with Charlie Gibson

all 2010 Fellow Charlie Gibson led a Shorenstein Center Study Group entitled, "Causes and Effects of Party Polarization on American Politics."

"Polls show most Americans are moderate in their political views and want compromise and results from their representatives in Washington, DC, and in state and local government," said Gibson, former ABC News anchor. "Instead they get incivility, vitriol, and intransigence." Gibson started the study group to look at the possible causes of political polarization: "redistricting, geographic mobility leading to political homogeneity, party extremism, the media, negative advertising, and institutional change in the Congress itself."

The group met weekly and traveled to New York City. "The most remarkable thing about this experience was the access we got to people who know politics from the inside out," said Melissa Galvez, Gibson's research assistant who participated in the study group. "First and foremost we learned from Charlie, whose vast experience as a reporter and researcher gave us insights into how politics



Harvard students in Charlie Gibson's study group during the Fall semester.

and the media have changed over time. But Charlie also generously arranged for us to speak with some giants in the field—we had a close conversation George Stephanopolous, got to pick David King's brain, and asked Brian Williams about the future of news television. But there was also a tremendous amount of knowledge and experience within the group, from people who had been in the military, run for office, or worked in the production side of media. Everyone was passionate about discussing polarization in politics, and brought unique perspectives to our conversations."

## Facebook Execs Share Insight at HKS

Adapted from an article by Patrick McKiernan, Center for Public Leadership.

Facebook executives Sheryl Sandberg and Elliot Schrage attracted nearly 200 Kennedy School students to an earlymorning discussion on how social media is transforming political organizing, the right to free speech, and corporate social responsibility. The event was sponsored by the Center for Public Leadership (CPL) and the Shorenstein Center. CPL Director David Gergen and Shorenstein Center Director Alex S. Jones served as co-moderators.

Sandberg and Schrage joined Facebook from Google where Sandberg saw the goal as "indexing the world's information," as opposed to Facebook where "technology was going to empower us as individuals." Facebook now boasts more than 500 million active users. Some governments around the world have reacted to the power of its platform: Facebook has been intermittently or permanently blocked in countries such as Iran, Pakistan, China, Bangladesh, and North Korea, according to data from the Open Net Initiative. Syria, Schrage pointed out, which had banned the site, recently lifted its filter.

Sandberg was quick to note that Facebook's role in such sensitive international affairs is to provide a secure place for people to share, while being mindful of the laws of each country in which it operates. "[Facebook] does not-and should nothave a foreign policy," added Schrage. "The purpose of social media is not to create revolutions but to enlarge a public space that didn't exist before. Ninety-nine percent of the time, this is not threatening to governments. ... By expanding that sphere you increase discourse on democracy and accountability." "To the extent that we have a point of view," Sandberg continued, "we are for individual voice. We want individuals to be able to connect and share anywhere in the world."

Sandberg ended her remarks by reiterating a message she shared at last year's TED conference: women's underrepresenta-



tion in leadership positions throughout all sectors. More women need to "sit at the table...both literally and figuratively," she said. However, until a more equitable division of domestic responsibilities occurs, "we are not on track for the situation to be any better for my children's generation." It is important to help young women develop the confidence to put themselves forward when leadership opportunities arise, Sandberg continued. Otherwise, "If you don't think you deserve the credit for what got accomplished, how do you raise your hand and keep it up?"

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# **Executive Session Examines the Impact of WikiLeaks**

At an executive session sponsored by the Ashorenstein Center, a group of journalists, academics and media professionals gathered to discuss the impact of WikiLeaks. Shorenstein Center Director Alex S. Jones moderated the conversation.

Jonathan Zittrain, Professor at Harvard Law School and Harvard Kennedy School, and co-founder of the Berkman Center for Internet and Society, observed that with the revolution in Egypt and the publication of material from WikiLeaks, "this has been an extremely busy and watershed six months for those of us who think about the Internet." The WikiLeaks situation, he said, echoes the invention of Napster: "In a single blow... just one person could change things, even though all of the atoms had been there to build the molecules all along. From a technical standpoint, it wasn't that surprising."

To defend *The New York Times*'s publication of material received from WikiLeaks, David Sanger, chief

Washington correspondent at *The Times*, pointed out that "it is not as if we were simply writing from individual documents that WikiLeaks was doling out. The editorial decisions about what was

important...what was harmful to publish and what was not, were entirely ours." Nicholas Burns, Professor of the Practice of Interna-



Jonathan Zittrain.

Nicholas Burns.

tional Relations at the Kennedy School and former U.S. Ambassador to Greece and NATO, responded: "Diplomacy among governments is built on trust among diplomats. Among people. Among human beings. And that's

one good reason why we classify cables... because we can't violate the trust of other people to whom we speak. And if we violate that trust, then we engage in an exercise of negating our own values, and negating our own objectives. So, preserving the

integrity of discussions is really important to the basic fabric of what diplomacy is."



Alex S. Jones (left) with Venkatesh Narayanamurti and Susan Crawford. Photography by Martha Stewart.



Micah Sifry and Shorenstein Center Fellow Sandy Rowe.

### News21 Internship Recipients Melissa galvez Mattea kramer anne mathews Hely Olivares

Journalism schools at eight universities are designing innovative, hands-on journalism study and practice programs. The Harvard students will join the internship team in the summer. The student news products will be experimental in substance and style. Both mainstream and emerging news organizations are the target outlets.

### Digital Workshops for Students

Download the videos from the Shorenstein Center website

Social Activism for Global Change: Using social media to build social movements WIVINA BELMONTE, Deputy Director of Communications at UNICEF. Moderated by Irene Hu, MPP2.

#### Policy Impact? Get Going with Your Online Data Strategy!

**CHRIS WOLZ**, president and CEO, Forum One, Internet strategy and innovative website development company. Moderated by **Philipp Schrögel**, MPP2.

A Modest Proposition: Better Data Helps JIM ST. GEORGE, managing partner of NGP VAN, Inc. Moderated by Carolyn McGourty, MPP2. **Igniting Social Change in the Connected Age ALLISON FINE**, writer and activist. Moderated by **Aarti Shahani**, MPP2.

With Great Power Comes Great Responsibility: Utilizing Games for Social Change

ASI BURAK, co-president, Games for Change. Moderated by **Yishay Sorek**, MPA-MC and Wexner Fellow.

# Shorenstein Center Speaker Series Looks at Nuclear Power, Press Freedom and Online News



DAVID SANGER, chief Washington correspondent for *The New York Times*, defended the *Times*'s decision to publish material from the WikiLeaks cables. Sanger said he would

"hardly argue that WikiLeaks was the cause of the uprisings" in the Middle East, "but it may have been one of the triggering events." *The Times* initially received the cables from the *Guardian*, which with the German paper *Der Spiegel*, decided to publish "as a team," Sanger explained. All three papers reviewed the information and "decided what was newsworthy," he said.



ELLEN MILLER, cofounder and executive director of the Sunlight Foundation, spoke about "Tools for Democracy: Information for the Body Politic." In introducing Miller, Alex S.

Jones described the Sunlight Foundation as "one of those journalistic enterprises... that you can think of genuinely as moral in their creation, in their concept and in their execution over time." The Sunlight Foundation "has been designed to use the power of the Internet and new technology to catalyze greater government openness and transparency," Miller explained, "and it provides tools so that anyone can have access to that information."



JOEL SIMON, executive director of the Committee to Protect Journalists (CPJ), looked at the past year in press freedom. He focused on CPJ's recent publication of Attacks

on the Press, a worldwide survey of the mistreatment of journalists in 2010. In the survey, the CPJ discovered several trends,

Simon noted. One is that "Pakistan was the world's most deadly country for the press last year." However, Simon pointed out, "most of the journalists killed in Pakistan were victims of suicide attacks in which they were not the direct targets."



an associate professor in the Department of Chicana and Chicano Studies at UCLA, spoke about the "covert power of political humor and mock journalism."

OTTO SANTA ANA,

In particular, he examined the roles of Jon Stewart, Stephen Colbert and Jay Leno in political comedic discourse. A sociolinguist and critical discourse analyst, Santa Ana observed that laughter is a "human practice that brings us closer together." However, political humor aimed at a large audience is more complex: "In the guise of lighthearted entertainment, mass media comedy actually configures — formally, conceptually — discriminatory hierarchies, and worse still, it facilitates the spread of ignorance," he said.



The Shorenstein Center welcomed JEFF ZUCKER, former president and CEO of NBC Universal, to a conversation with Alex S. Jones. With the recent announcement of

AOL's acquisition of the Huffington Post, the discussion centered around the future of news in online and television formats. Zucker said that for those who believe that news has a successful future online, the merger is "an important step forward." Zucker revealed that NBC had tried to buy the Huffington Post, but had not been able to negotiate a price. Drawing a distinction between online news outlets and social media sites, Zucker assured the audience that "journalism will matter in the future." The danger with social media, Zucker warned, is that "people think they are journalists because they can Tweet." However, the brands of established news organizations "matter more today" than they have before because "in a world where there are a thousand voices, you have to know who to trust," he said.



DONNA BYRD,

publisher of The Root, shared her experience in growing and engaging an online community. Providing new content several times a day is essential in

increasing traffic to the site, she observed. Social media tools, such as Facebook and Twitter, are "critical parts of growing communities online," she said, because they share the news and commentary from the site with a community. Podcasts have also proven to be very popular and a way to drive traffic. In addition, Byrd emphasized the importance of SEO (search engine optimization): "It's by far the most important thing about a website."



"In the Shadow of the Japan Crisis: The Seesaw Coverage of Nuclear Power," was part of the Clean Energy and the Media series cosponsored by the Belfer Center and the

Shorenstein Center and organized by Cristine Russell. ABC News science correspondent **NED POTTER** compared television reporting of the 1979 Three Mile Island nuclear disaster to the current crisis in Japan, saying that while television provides less information than print "what does last is the impression, the image." MATTHEW L. WALD, national energy reporter for The New York *Times* and one of the paper's principal reporters on the Fukushima nuclear disaster, was critical of some of the media coverage of the nuclear crisis as sometimes overly simplified or incorrect, in part because some of the reporters involved are "over their heads" in terms of the technical side of the nuclear disaster. From an article by Joseph Leahy.

# **Goldsmith Seminar Looks at the Future of Reporting**



**O** the morning after the Goldsmith Awards Ceremony, the winners and finalists of the Goldsmith Prize for Investigative Reporting gathered to discuss the stories behind the stories: the dedication, work and hard questions that went into each investigation.

Jeff Gottlieb and Ruben Vives of *The Los Angeles Times* explained how their investigation, "Breach of Faith," exposed widespread corruption in the tiny city of Bell, leading to multiple investigations, eight arrests, multimillion-dollar refunds for taxpayers and greater transparency about government salaries across California.

In their three-part series, "Behind the Bail Bond System," National Public Radio's Laura Sullivan and Steven Drummond illuminated the powerful U.S. bail-bond industry and found that it hurts defendants, their victims and taxpayers. NPR's reporting has been cited in county commission meetings in Florida and in the Statehouses in Virginia, Florida and North Carolina.

Jesse Eisinger and Jake Bernstein of ProPublica discussed their collaborative effort with Adam Davidson of NPR's *Planet Money* and Ira Glass and Alex Blumberg of Chicago Public Radio's *This American Life* on their report "Betting Against the American Dream – The Wall Street Money Machine." The series revealed how the recession of 2008 was significantly deepened by the machinations of Merrill Lynch, Citibank and Magnetar, a little-known hedge fund. As a result, the SEC is investigating deals referLaura Sullivan of NPR speaks at the Goldsmith Seminar. Photography by Martha Stewart.

enced in the series, and new rules are being implemented from the financial reform bill.

In "Sponsored Bills in Sacramento: How Our Laws Are Really Made," Karen de Sá of the *San Jose Mercury News* provided the first comprehensive examination of the influences of outside interests in California lawmaking. As a result of her investigation, legislative leaders proposed rule changes, and outside groups are pushing for mandatory disclosure of all meetings between lawmakers and lobbyists and greater disclosure of campaign contributions from sponsors. There is also a ballot measure to repeal the term-limit law.

The Washington Post's Dana Priest and William Arkin discussed how their series, "Top Secret America," described a massive expansion of government created in response to 9/11 that has become so large, unwieldy and secretive that no one knows how much money it costs, how many people it employs or how many programs exist within it. The two-year-long project resulted in congressional investigations, a review of all intelligence programs requested by the Defense Secretary, and the CIA's reduction of contract workforce.

Much of the conversation centered on the issue of funding for investigative reporting. While the reporters all agreed that the work is important, they had different ideas about how it could be provided for in news organizations. Gottlieb said that after the Los Angeles Times' report on the city of Bell, advertisers were eager to support the newspaper. However, Eisinger and Bernstein described investigative reports as the "peas and carrots" that are necessary but not popular among readers, and so should be funded by a nonprofit organization. Sullivan stated that NPR is in "the fight of [its] life right now," uneasy about the future of federal funding for public radio.



Danielle, Lydia and Doug Shorenstein at the Goldsmith Awards.



Dana Priest (left) of *The Washington Post* and Karen de Sá of the *San Jose Mercury News*.



Ruben Vives (left) and Jeff Gottlieb of The Los Angeles Times.



Book Prize winners Tim Groeling (left), Patrick J. Sellers and Jack Fuller.

### **Goldsmith Book Prize**

The Goldsmith Book Prizes are awarded to the best academic and trade books that seek to improve the quality of government or politics through an examination of press and politics in the formation of public policy. The Goldsmith Book Prize for best academic book was awarded to Tim Groeling for *When Politicians Attack: Party Cohesion in the Media* and Patrick J. Sellers for *Cycles of Spin: Strategic Communication in the U. S. Congress.* The Goldsmith Book Prize for best trade book went to Jack Fuller for *What Is Happening to News: The Information Explosion and the Crisis in Journalism.* 



# How educators are using JOURNALIST'S RESOURCE

in the classroom

Since 2009, Journalist's Resource, part of the Carnegie-Knight Initiative on the Future of Journalism Education, has been under active development at the Shorenstein Center. The initial feedback during the site's first full year of operation is now flowing in from coast to coast. It has been greatly encouraging.

The mission of Journalist's Resource is no doubt ambitious: to furnish meaningful, research-based materials to the journalism marketplace, both academic and real-world. In this endeavor, the Shorenstein Center is taking the lead as the research and development arm of a broader movement propelled by the nation's leading journalism schools.

Professor Ralph Blumenthal, of Baruch College, City University of New York, says that he's a "happy user" who has incorporated the site's sample syllabi into his teaching. "I've synthesized it liberally with other sources," he tells the Shorenstein staff, "including a syllabus from a Baruch colleague, and my own concepts from a 45-year career at *The New York Times*." Professor Janet Mizrahi, of UC-Santa Barbara, says she loves the site: "I organize my course around students finding their own study and research topic, and that's where they look at what you have posted on your site." And at East Tennessee State University, Professor Mary-Alice Basconi has been using the site to deepen her journalism students' critical thinking skills. She says studies from Journalist's Resource have proven "perfect as a guided entry to the research process."

After much labor and refinement, the site now features some 160 useful scholarly studies – across fields such as health care, economics and energy – with its archive growing by the day. A site redesign has just been launched. Journalist's Resource is being used robustly in over 100 schools nationwide, with many more educators planning to incorporate its material in fall 2011.

### www.journalistsresource.org

# Spring 2011 Courses

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

Political Institutions and Public Policy: American Politics

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

Seminar: Democracy, Politics and Institutions (full year) THOMAS E. PATTERSON, Bradlee Professor of Government and the Press

Presidents, Politics & Economic Growth **RICHARD PARKER**, Lecturer in Public Policy

Running for Office and Managing Campaigns **STEVE JARDING**, Lecturer in Public Policy

### NEWSMAKERS

Shorenstein Center Advisory Board member **ROY A. HAMMER** received the Robert F. Drinan Award for Distinguished Service, presented by the ABA Section of Individual Rights and Responsibilities. The Arts of Communication MARIE DANZIGER, Lecturer in Public Policy

The Making of a Politician

Lecturer in Public Policy

**Election Polling and Public** 

Department of Government

**PATRICK MOYNIHAN**, Harvard

2020 Vision and Information Policy:

**NOLAN BOWIE**, Adjunct Lecturer

**Considering the Public Interest** 

STEVE JARDING,

Opinion

in Public Policy

Intensive Writing for Politics and Policy GREG HARRIS, LUCI HERMAN, Adjunct Lecturers





HKS students at the beginning of the spring semester.

Advanced Intensive Writing for Politics and Policy

**GREG HARRIS**, Adjunct Lecturer

Entrepreneurship in the Private and Social Sectors **DICK CAVANAGH**, Adjunct Lecturer in Public Policy

#### **ROBERT G. PICARD**, 2006 Shorenstein Center Fellow, has been appointed the first Director of Research at the University of Oxford's Reuters Institute for the Study of Iournalism.

DAVID ROHDE, New York Times reporter and 2005 Shorenstein Center Fellow, is the inaugural recipient of the Frank McCulloch Courage in Journalism Award from the Reynolds School of Journalism at the University of Nevada, Reno.



### **Remembering David Broder**

Pulitzer Prize-winning *Washington Post* reporter David Broder died on March 9, 2011 at the age of 81. His connection to Harvard dates back to his fellowship at the Institute of Politics where he met Joan Shorenstein, a graduate student at Harvard Divinity School. Broder was so impressed with Joan's enthusiasm and ability that he recommended her for a job as a political researcher at *The Washington Post* the following year, in 1970. IOP Director Jonathan Moore invited Broder to serve on the advisory

board for the proposed new Center on Press, Politics and Public Policy, years before its inauguration as the Shorenstein Center. He remained on the board and participated in the activities of the Center in many ways—as T.H. White Lecturer in 1998, as panelist at a DC conference on press coverage of health care reform in 2009, and as one of the architects of the Shorenstein Center's 1988 Report on the State of the Presidential Press Conference. We shall miss him greatly.

Fall 2010 Fellows Papers Available at www.shorensteincenter.org

**CHARLES GIBSON** *Restoring Comity to Congress* 

#### KAREN ROTHMYER

They Wanted Journalists to Say 'Wow': How NGOs Affect U.S. Media Coverage of Africa

#### DIETRAM A. SCHEUFELE

Modern Citizenship or Policy Dead End? Evaluating the Need for Public Participation in Science Policy Making, and Why Public Meetings May Not Be the Answer

### **Shorenstein Center Faculty and Staff**

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

**Richard Cavanagh** Adjunct Lecturer in Public Policy

Marie Danziger Lecturer in Public Policy; Director, HKS Communications Program

James Fleming Financial Administrator

**Greg Harris** Adjunct Lecturer in Public Policy

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