



Chicago Tribune wins Goldsmith Prize

At the 2013 Goldsmith Awards Ceremony on March 5, *Chicago Tribune* reporters Patricia Callahan, Sam Roe and Michael Hawthorne took home the \$25,000 Goldsmith Prize for Investigative Reporting for their report “Playing with Fire.” The investigative series revealed how a deceptive campaign by the chemical and tobacco industries brought toxic flame retardants into people’s homes and bodies, despite the fact that the dangerous chemicals don’t work as promised. As a result of the investigation, the U.S. Senate revived toxic chemical reform legislation and California moved to revamp the rules responsible for the presence of dangerous chemicals in furniture sold nationwide.

“The judges this year were especially struck by the initiative shown in recognizing a very important

policy issue embedded in something as familiar and unthreatening as a sofa,” said Alex S. Jones, director of the Shorenstein Center. “It goes to prove the importance of not just looking, but seeing and acting.”

See page 3 for more information and photos.



Alex Jones with *Chicago Tribune* reporters Sam Roe, Patricia Callahan and Michael Hawthorne. Photography by Martha Stewart.

New York Times’ Nicholas D. Kristof Receives Career Award



In an evening celebrating the importance of journalism, *New York Times* columnist Nicholas D. Kristof called for more risk taking in media as well as

increased engagement with a global world.

The press must experiment with new platforms and find new business models, he said, and journalism must confront the growing mistrust the public feels toward it.

“At its best, this can still really play such an important role in any society,” he said. “I hope we in journalism will continue to recognize that our great power is in laying out an agenda, shining a spotlight, rather than classic punditry,” he added.

Kristof, recipient of the Shorenstein Center’s Goldsmith Career Award for Excellence in Journalism, was the keynote speaker at the Goldsmith Awards ceremony. In presenting the award, Shorenstein Center Director Alex S. Jones said that Kristof was “the journalist in our time who has done more to change the world than anyone.”

A columnist for *The New York Times* since 2001, Kristof writes op-ed columns that appear twice a week. He won the Pulitzer Prize two times, in 1990 and 2006. In 2012, he was a Pulitzer finalist in Commentary for his 2011 columns that often focused on the disenfranchised in many parts of the world. Kristof and his wife, Sheryl WuDunn, are authors of the best-selling book, *Half the Sky: Turning Oppression into Opportunity for Women Worldwide*, published in 2009.

Visit shorensteincenter.org for the video and transcript of the Goldsmith Awards Ceremony.

Spring 2013 Fellows

The Shorenstein Center’s Spring Fellows for 2013 include **Peter Hamby**, CNN; **Melinda Henneberger**, *The Washington Post*; **John Huey**, formerly, Time Inc.; **Martin Nisenholtz**, *The New York Times*; **Paul Sagan**, formerly, Akamai Technologies; and **Michael Slaby**, 2012 Obama campaign.

“We have an all-star group of fellows from the heights of journalism and politics and the pinnacle of digital technology, and it promises to be a semester that is super-



rich for students,” said Alex Jones, the Center’s director.

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

See page 4 for complete bios of the Fellows.

Goldsmith Awards Honor Journalistic Excellence

The Goldsmith Awards Ceremony held on March 5, 2013, recognized six outstanding journalism teams as finalists for the Goldsmith Prize for Investigative Reporting. “There is a lot of bad stuff going on out there, and these Goldsmith finalists highlight the importance of exposing it,” said Alex S. Jones, director of the Shorenstein Center.

The winning team was *Chicago Tribune* reporters **Patricia Callahan, Sam Roe and Michael Hawthorne** for their series, “Playing with Fire.” According to the judges, the investigation was “a case study in how bad problems flow from bad regulation and bad lobbying.”

The finalists were the following:

Alan Judd, Heather Vogell, John Perry, M.B. Pell from *The Atlanta Journal-Constitution* for “Cheating our Children.” The year-long series on irregularities in standardized testing revealed that pressure for ever-higher test scores had led to apparent cheating by teachers and school administrators across the nation. The newspaper’s reporting, based on its unprecedented analysis of tens of thousands of test results, initiated a national conversation about the long-term effects of the accountability provisions of the federal No Child Left Behind Act.

The Goldsmith judges noted that the *Journal-Constitution’s* series was “a stunning feat of work and analysis” that went to the heart of the importance of the integrity

of data in a world where that data is the basis of judgments and decision.

The Center for Public Integrity, Global Integrity and Public Radio International, with additional cooperation from members of the Investigative News Network were finalists for their piece, “State Integrity Investigation,” an unprecedented, data-driven analysis of each state’s laws and practices that deter corruption and promote accountability and openness. Results of this series include an ever-growing number of states that have sparked or accelerated reform in government, ranging from the increase in disclosure requirements for lobbyists and government officials, to the formation of panels to explore ideas for an ethics reform package.

The judges described this finalist as “a wonderful blueprint for reporters all over the country to do the enterprising stories on government” that the Goldsmith Prizes seek to encourage. “It was a major resource for journalists and citizens.”

Jason Felch, Kim Christensen and other members of the Los Angeles Times staff for their investigation, “The Shame of the Boy Scouts.” The *Los Angeles Times* made public thousands of files documenting sexual abuse of Boy Scouts by their troop leaders, resulting in reforms that will help ensure the protection of children. The Boy Scouts of America has launched a comprehensive review of the files, with a promise



Harvard President Drew Gilpin Faust and Kennedy School Dean David Ellwood at the Goldsmith Awards Ceremony.

to report to law enforcement any cases not previously disclosed. The Scouts also apologized to victims of abuse and offered to pay for their counseling.

“This series exposed new levels of wrongdoing and cover-up and intimidation” at an iconic institution, said the judges. “We had no idea the extent of what was happening.”

Charles Duhigg, Keith Bradsher, David Barboza, David Segal and David Kocieniewski of *The New York Times* for “The iEconomy.” This series revealed the harsh, at times deadly conditions under which Chinese workers assembling iPhones and iPads live and work; the low pay and high turnover at Apple’s retail stores; the lengths to which Apple went to reduce its tax bill, and the shortsightedness of its conclusion that Apple products couldn’t be manufactured in America. As a result of their series, Chinese working conditions and salaries have improved, Apple has announced it will invest money into manufacturing some computers in the U.S. and Congress opened an investigation into technology company tactics to reduce tax bills.

“The articles were a revealing look at the production practices of American companies that few knew anything about,” said the judges. “They exposed a



Douglas Shorenstein receives a round of applause at the Goldsmith Awards for his continued support of the Shorenstein Center.



Chicago Tribune reporter Patricia Callahan embraces her colleague Michael Hawthorne when their team is announced as the Goldsmith Prize winner.

disturbing insight into a glamour sector of our economy.”

David Barstow also of *The New York Times* for “Wal-Mart Abroad.” In his series, Barstow demonstrated not only that Wal-Mart’s conquest of Mexico was built on a secret foundation of corruption, but it also revealed how top executives feared exposure of their practices and made attempts to keep them in the dark. As a result of this series, the Justice Department and the Securities Exchange Commission are investigating for violations of the federal antibribery law, the Foreign Corrupt Practices Act. Wal-Mart has also radically

overhauled its compliance and investigation protocols.

“It took *The New York Times* to get this deep look at a huge company that seemed to think it was above the law,” said the judges, and the result was “such a black eye” for Wal-Mart.

The Goldsmith Prizes are underwritten by an annual gift from the Goldsmith Fund of the Greenfield Foundation. The Investigative Reporting Prize, which carries a \$10,000 award for finalists and \$25,000 for the winner, is intended

to recognize and encourage 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, or instances of particularly commendable government performance.

Video, Storify and photos are available at <http://hvrd.me/11Xs7Ua>

Book Prize Winners



Jonathan Ladd
Why Americans Hate the Media

ACADEMIC



Rebecca MacKinnon
Consent of the Networked

TRADE

RECENT PUBLICATIONS <http://shorensteincenter.org/research-publications/papers/>



JOSHUA PARTLOW
Podium Wars: President Hamid Karzai, the Foreign Press, and the Afghan War

Joshua Partlow, foreign correspondent for *The Washington Post*, looks at press coverage of President Karzai and his criticism of it.



TARA MCKELVEY
Media Coverage of the Drone Program
Tara McKelvey, feature writer for BBC News,

examines the media coverage of the U.S. drone program in five major news outlets.



MATTHEW C. NISBET
Nature’s Prophet: Bill McKibben as Journalist, Public Intellectual and Activist
Matthew C.

Nisbet, Associate Professor at American University, examines the impact of “knowledge journalism” on the climate change debate.

SPRINGFELLOWS



Peter Hamby is a national political reporter for CNN, Washington bureau. He reports on campaigns and politics for CNN's domestic and international television networks and covers digital politics for CNN.com. He covered the 2012 presidential race, with a focus on the

Republican primary contest and Mitt Romney's campaign. During the 2008 race, he was an embedded producer and off-air reporter covering the campaigns of Hillary Clinton, John McCain and Sarah Palin. Hamby joined CNN in 2005 as producer on *The Situation Room with Wolf Blitzer*. While a Fellow at the Shorenstein Center, he will look into the impact of online journalism on political campaigns.



John Huey was editor-in-chief of Time Inc. from 2006–2012, overseeing the editorial content of all its U.S. magazines, websites, and digital content including *Time*, *People*, *Fortune*, *Sports Illustrated*, *Entertainment Weekly* and *Real Simple*. He has held senior executive positions at *Fortune* and *The Wall Street*

Journal. Huey worked at the *Atlanta Journal-Constitution* prior to moving to Brussels in 1982 to help launch the *Journal's* European edition as its founding managing editor and later as editor. He co-authored *Sam Walton: Made in America*, the autobiography of the late founder of Wal-Mart.



Paul Sagan was president and chief executive officer of Akamai Technologies from 2005–2012. He joined the company in 1998 as COO. In 1981, he was a news writer at WCBS-TV and was named news director in 1987. In 1991, he joined Time Warner, launched NY 1 News, and

was president and editor of new media at Time Inc., 1995–1997. He was managing editor of Time Warner's News on Demand project and was a senior member of the team responsible for the development of the company's online, cable, electronic publishing and Internet publishing activities.



Melinda Henneberger is a political writer for *The Washington Post*, where she writes a column and anchors the She the People blog. She was a correspondent for *The New York Times* in the Washington and Rome bureaus, and was the founder and editor-in-chief of Politics Daily, an online

political news magazine. Henneberger has also written for *The New York Times Magazine*, *Newsweek*, *Reader's Digest*, *Slate*, *New York Newsday* and the *Dallas Morning News*. She is the author of *If They Only Listened to Us: What Women Voters Want Politicians to Hear*. Her research project will focus on examining the risk-averse and inauthentic behavior of presidential candidates in campaigns, and if that inauthenticity guarantees failure in politics.



Martin Nisenholtz is a senior advisor for The New York Times Company and an adjunct associate professor at the Columbia Journalism School. He was senior vice president of Digital Operations for The New York Times Company from 2005-2012. He was the founding leader for nytimes.com in 1995

and chief executive of New York Times Digital from 1999-2005. Nisenholtz founded the Online Publishers Association and the Interactive Marketing Group at Ogilvy & Mather. He began his career as a research scientist and assistant professor at NYU's Interactive Telecommunications Program.



Michael Slaby was Chief Integration and Innovation Officer for the Obama campaign in 2012 and Chief Technology Officer for the campaign in 2008. He has also worked as executive vice president and digital global practice chair at Edelman and chief technology strategist at

TomorrowVentures. At the Shorenstein Center, Slaby will pursue a project about how the changing relationships of individuals, organizations (companies, publishers, advertisers), platforms, and media companies affect engagement.

COLLABORATION PROJECT

John Huey, **Martin Nisenholtz** and **Paul Sagan** are working on an oral history of the intersection of the Internet and news featuring almost 50 interviews with the principal players in this 40-year transformation.

Photography by Martha Stewart.



In purchasing *The New Republic*, Chris Hughes, a Facebook co-founder, said he not only wants to help stabilize the financially troubled magazine by 2015 but to put the publication in the service of a wider mission.

“It’s a double bottom-line business,” he told Alex Jones, Director of the Shorenstein Center, as part of a conversation at the Harvard Kennedy School on February 5. Hughes said that the magazine will have both a “social mission” and the longer-term goal of profitability, and it will use a variety of social media strategies to accomplish both.

Asked if the journalistic focus of the magazine will change, he noted that it will shift away from “opinion journalism” to more reported articles. The goal is to fill a “hole in the marketplace” — somewhere between the churn of the daily news cycle and magazine outlets that focus more on long-form storytelling, he said.

From a strategic editorial and technology perspective, Hughes said, the key is to “have our editorial staff continue to engage in the content” after the stories are initially published. “The conversation that continues after the piece is where a lot of the impact can happen.”

Hughes, who co-founded Facebook with his roommate Mark Zuckerberg in 2004, graduated from Harvard in 2006. A year later, Hughes became director of online organizing for Barack Obama’s presidential campaign, launching My.BarackObama.com and pioneering new techniques for political engagement, organizing and fundraising.

His purchase of *The New Republic* and decision to assume the dual role of editor-in-chief and publisher has been greeted with high levels of buzz, interest and speculation across the media, blog and social spheres. The magazine, which will celebrate its 100th birthday next year, was once an institution in the American media and policy landscape. Due to financial troubles, *The New Republic’s* staff had contracted in recent years and its future remained uncertain.

“Do you have a tolerance for basically losing money for a while?” Jones asked.

“What’s the definition of ‘a while?’” Hughes replied.

“When I say profitable, I’m not saying we’re going to be making money hand over fist.” He explained that, for him, profitability is synonymous with “sustainability.” He said that there will likely be losses in 2013-14; but he expects in 2015 there will be the possibility of profit.

Hughes dismissed any notion that his purchase was a “vanity” project or had some other “ulterior motive.” The point is to “empower the people who do this for a living,” he said.

“I certainly didn’t buy the magazine to expand a liberal outlet,” Hughes said in reply to an audience question about the outlet’s traditional association with progressive causes. “... We don’t have a party line anymore.” Still, he acknowledged his readers and writers are for the most part liberal-leaning.

To get more subscribers and maintain their interest, Hughes said, the magazine will employ many strategies. It will mean giving readers many streams for engagement.

Spring 2013 Courses

Communications

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

The Arts of Communication
TIMOTHY MCCARTHY, Adjunct Lecturer in Public Policy

The Arts of Communication
Policy Writing for Decision-makers
Advanced Policy Writing for Decision-makers
LUCI HERMAN, Lecturer in Public Policy

Introduction to Writing for Policy and Politics
Advanced Intensive Writing for Policy and Politics
GREG HARRIS, Adjunct Lecturer in Public Policy

Media/Politics

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

Political Institutions and Public Policy: American Politics
THOMAS E. PATTERSON and **MATTHEW BAUM**, Kalb Professor of Global Communications

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

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

Media, Energy and Environment: Global Policy and Politics
CRISTINE RUSSELL, Adjunct Lecturer in Public Policy

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

Digital

Advanced Digital Studies in Politics, Policy and Media
NICCO MELE, Adjunct Lecturer in Public Policy

2020 Vision and Information Policy: Considering the Public Interest
NOLAN BOWIE, Adjunct Lecturer in Public Policy

"The New Objectivity: How Social Media Is Changing Traditional Reporting."

MARGARET SULLIVAN,
Public Editor, *The New York Times*.



"Time Past, Time Present, Time Future."

NANCY GIBBS, deputy managing editor, *Time* magazine; co-author with Michael Duffy of *The Presidents Club*.



"Privacy in the Digital Age."

JULIA ANGIN, senior technology editor for *The Wall Street Journal*.



"Is Obama the Democrats' Reagan?"

MICHAEL TOMASKY, *Newsweek/Daily Beast* special correspondent

and editor of *Democracy: A Journal of Ideas*.

SPRING Speaker Series

Recaps & podcasts available at shorensteincenter.org/news-events/



"The Path to Profit for News and Magazines."

JOSH TYRANGIEL, editor of *Bloomberg Businessweek*

and an executive editor of *Bloomberg News*.

"The Liberal Case for Deficit Reduction."

GREG IP, U.S. Economics editor, *The Economist*; author of *The Little Book of Economics: How the Economy Works in the Real World*.



"The New Ecosystem of Journalism and Where It Is Leading."

PAUL E. STEIGER, executive chairman of ProPublica's board of directors.



"Covering Congress in a Challenging Political Landscape."

DANA BASH, chief congressional correspondent, *CNN*.



Journalist's Resource Offers Broader Range of Materials; A Call to Scholars, Media Members

Journalist's Resource, a Shorenstein Center project that aims to deepen understanding around policy topics, is on course to see a half-million unique visitors in 2013, and its role in social media continues to grow more powerful. The team behind the site includes several staff editors and graduate students, as well as Prof. Tom Patterson, Executive Director Nancy Palmer and Director Alex Jones. Begun as an attempt to influence the direction of journalism schools, the site has become a useful tool for a growing number of media members and communicators of all kinds.

Articles on the site often curate and synthesize findings from a variety of academic papers and reports, creating a helpful "reading list" for anyone looking for valid information online. Popular recent Web posts include research reviews on gun control, fracking and health effects, the emerging field of Big Data and the impact of negative political ads. These posts can help inform coverage and ground reporting in solid research findings. The site stands as part of a larger research project and effort to promote what Tom Patterson, who will publish a related book in late 2013, calls "knowledge-based journalism."

The site now contains more than 1,000 posts on various subjects. As it looks to produce more targeted materials in the future, Journalist's Resource will seek to tap into wider networks of scholars and experienced media members. If interested in participating or learning more, please contact managing editor John Wihbey, John_Wihbey@hks.harvard.edu.

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