



Press/Politics

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

From the Director



Alex S. Jones

In recent months, a campaign has been waged by Wall Street against the New York Times Company's two-tiered stock ownership.

Some in the financial world, led by a Morgan Stanley money manager, have been asserting that two-tiered ownership was unfair to many shareholders and inherently undemocratic.

In addition to the *Times*, this form of ownership is in place at the Washington Post Company and at Dow Jones, owner of *The Wall Street Journal*, and it has allowed three families—the Sulzbergers, Grahams and Bancrofts—to have ultimate control of the companies, even though they don't own most of the stock outright.

In the case of the *Times*, the Sulzberger family owns most of the B stock, which elects a majority of the board, while Morgan Stanley and others who have invested in the *Times* own A stock, which is represented on the board by a minority of board members.

Morgan Stanley and some other financial institutions that own blocks of *Times* stock want that to change and the family has thus far rebuffed their demands.

So, what's right here? One person, one vote? Should the family give up its control in the interest of democratic ownership?

Continued on page 13

Center Hosts Panel on Global Warming and Media



Ira Flatow and John Holdren

The Shorenstein Center contributed to the Kennedy School's annual spring conference on May 5 by hosting a panel discussion titled "The Role of the Media in the Discussion of Global Warming." The panel fit into the larger theme of the conference, titled "The Looming Crises: Can We Act in Time?" The two-day conference was designed to explore areas where change is critical to avert large-scale public crises.

Panelists included Bill Blakemore, correspondent for ABC News; Robert Blendon, Professor of Health Policy and Political Analysis; Cornelia Dean, senior science writer for *The New York*

Times; Ira Flatow, host of NPR's "Science Friday"; and John Holdren, Teresa and John Heinz Professor of Environmental Policy and director of the Kennedy School's program on Science, Technology, and Public Policy. Shorenstein Center Director Alex Jones served as moderator.

Panelists devoted a significant amount of the discussion to debating the merits of journalistic objectivity in the media's coverage of climate change, including what Blakemore called "the balance fallacy." He emphasized that giving equal weight to opposing views is important in reporting on opinion-based issues, but not on event-based stories such as global warming. Blakemore attributed the media's even-handedness toward the subject to the fact that "We were too afraid as individual journalists to decide for ourselves what the scientists were saying."

Holdren expanded on that point, adding that there is no credible evidence to support the

Continued on page 3

Task Force Issues Reports on Use of News in the Classroom

The Shorenstein Center recently released two reports on the use of news in the nation's classrooms. The first, *Mandatory Testing and News in the Schools*, suggests that an emphasis on preparing students for standardized tests leaves little time for the use of news in the classroom, a situation that raises

"troubling" questions about the quality of civics education in America.

The second report, *The Internet and the Threat It Poses to Local Media: Lessons from News in the Schools*, found that while about half the teachers

Continued on page 12

Fellows

Fall 2006



Cabot Fellow **Jill Carroll** is a staff writer for *The Christian Science Monitor*. From October 2003 through May 2004 Ms.

Carroll lived in Iraq, freelancing for various publications and covering daily news for Ansa, an Italian newswire. She returned to Baghdad in January 2005 and began working for *The Christian Science Monitor*. Before obtaining her current position, Ms. Carroll worked for the States News Service, *Wall Street Journal*, and *Jordan Times* covering a range of topics including the FCC, higher education, health, sports and business. Ms. Carroll graduated from the University of Massachusetts with a B.A. in journalism in 1999. Her research project analyzed the decline of foreign bureaus in the wake of changes in the newspaper industry. Carroll's research paper can be found in the publications section of our website, www.shorensteincenter.org.



Garance Franke-Ruta is a senior editor at *The American Prospect*, where she covers electoral politics and writes for the

magazine's group blog, "Tapped." She was previously a senior writer and news editor at *City Paper*, Washington, D.C.'s, alternative weekly newspaper. From 2004–2005 Ms. Franke-Ruta was a Security and Liberty Post-9/11 Fellow with the University of

Southern California's Institute for Justice and Journalism. Her work has also appeared in *The Washington Monthly*, *The New Republic*, *Salon* and *National Journal*, among other publications. Born in the south of France, Franke-Ruta was raised in Mexico, New Mexico and New York City. She graduated magna cum laude from Harvard College in 1997. Her Shorenstein Center research examined the representation of women in opinion journalism.



William Powers is the media critic for *National Journal* magazine, a weekly in Washington, D.C. He was previously a

staff writer for *The Washington Post*, a columnist for *The New Republic* and a U.S. Senate aide. His writing has also appeared in *The Atlantic Monthly*, *The Los Angeles Times* and many other publications. He is a two-time winner of the National Press Club's Arthur Rowse Award for Press Criticism. His research at the Shorenstein Center centered on "the death of paper" and its implications for media content.



Allan M. Siegal, Edelman Family Fellow, completed his career with *The New York Times* in 2006 after more than four

decades of service. Upon his retirement he was the *Times*' assistant managing editor and standards editor. In response to the *Times*' 2003 Jayson Blair scandal, Mr. Siegal headed an investigative committee which recommended measures to prevent a recurrence. He also directed a task force which

studied the *Times*' credibility and accomplishments. Mr. Siegal was a member of the 1971 editing team that produced the *Times*' Pulitzer Prize winning coverage of the Pentagon Papers. In 1999 he co-authored *The New York Times Manual of Style and Usage* with William G. Connolly. Press treatment of national security information was the focus of his research at the Shorenstein Center. Siegal's paper can be found at www.shorensteincenter.org.

Spring 2007



Linda Douglass, longtime ABC and CBS political correspondent, was the first Kalb Fellow at the Shorenstein Center.

Douglass retired from ABC News in December 2005, where she worked for nine years as a correspondent in the Washington, D.C., bureau. She became the network's congressional correspondent in 1998 and was named chief Capitol Hill correspondent in December 2000. Before joining ABC News, she covered politics and general assignment stories for CBS News beginning in 1993. Douglass reported for the CBS News political unit, where she established a feature focusing on campaign finance entitled "Follow the Dollar." Douglass is the recipient of numerous awards, including the 2000 National Press Foundation's Everett Dirksen Award, for her coverage of Congress. She examined network and cable news coverage of the immigration debate.



Michael Maier, founder and CEO of the German company Blogform Publishing, was the Shorenstein Center's Sagan Fellow.

The Austrian born journalist worked as editor for *Die Presse*, a Vienna daily, for *Berliner Zeitung*, *Stern* magazine and *Netzeitung*, Germany's first newspaper exclusively published on the Internet. Maier also worked as a columnist for the Austrian daily *Der Standard* and is a regular lecturer at the journalism schools in Graz and Vienna. He graduated from Graz University with a degree in law and music. Maier's research at the Shorenstein Center examined the changes in the media industry and in politics due to blogs, user-generated content, social media and Internet newspapers.



Elizabeth Stein is a doctoral student in political science at UCLA. Her dissertation is titled *Leading the Way: The*

Media and the Struggle for Democracy. Stein has worked in corporate public relations, sports marketing and as a freelance writer and editor. In 2004–2005, she conducted fieldwork in Brazil and Chile as a Fulbright scholar. Stein received her M.S. from Northwestern University's Medill School of Journalism in 1997 and her B.A. from the University of North Carolina at Chapel Hill. Stein's research at the Shorenstein Center examined political activists' use of the media to gauge government tolerance and assess the risk of participation in anti-regime activities amid authoritarian rule.

Visiting Fellows



Ellen Goodman, the Pulitzer Prize winning journalist, was a visiting Fellow at the Shorenstein Center. Goodman began

her career as a researcher for *Newsweek* magazine before becoming a reporter for the *Detroit Free Press* in 1965. She joined *The Boston Globe* as a reporter in 1967 and became a full-time columnist in 1974. A 1963 graduate of Radcliffe College, Goodman returned to Harvard in 1973 as a Nieman Fellow. Goodman has published many books, including six collections of her columns. A syndicated columnist with the Washington Post Writers Group, she was awarded the Pulitzer Prize for Distinguished Commentary in 1980. Goodman researched women, news and political knowledge.



Mark Halperin was a joint visiting Fellow with the Institute of Politics and the Shorenstein Center. While at the Kennedy

School, Halperin—along with Mark McKinnon—organized and moderated "Campaign 2008: Looking Ahead," a series of discussions designed to engage the principal decisionmakers behind the 2008 presidential campaign. Halperin is editor-at-large at *Time* magazine and political analyst for ABC News.

New Shorenstein Center Scholarship

Director Alex Jones has created the Shorenstein Center Scholarship in Press and Politics. The scholarship is to be awarded annually to an individual who has a proven interest in issues concerning the press and politics. It will support a student who has already been admitted to the Kennedy School and who wishes to pursue graduate study in the field of press, politics and public policy. As a demonstration of their commitment, successful applicants are expected to be professionally employed in the field for three years after graduation.

The Center received over ninety applications and selected **Aram Hur**, a graduate of Stanford University. Hur, who will enter the Kennedy School's Master in Public Policy program in September 2007, has experience in both print and broadcast journalism. He is particularly concerned with the "cultural aspect of the press," an interest he attributes to his bicultural background—he was educated in both Korea and the U.S. At the Kennedy School, Hur will concentrate on journalism as a forum for international communication.

Global Warming, from page 1

skeptic's view of global warming. The issue received such balanced treatment, he explained, because skeptics can say a preposterous thing in one sentence that takes an academic expert three paragraphs to rebut. The bottom line, according to Holdren, is that "climate change is a difficult sell in an environment where sound bites are paramount."

For a complete transcript of the session, see the Shorenstein Center's website.

Wall Street Journal Wins 2007 Goldsmith Prize for Investigative Reporting



Daniel Schorr

On March 16, the 2007 Goldsmith Prize for Investigative Reporting was awarded to Charles Forelle, James Bandler and Mark Maremont of *The Wall Street Journal*. Using a combination of investigative reporting and scientific research the team revealed how, through “unethical manipulation,” top executives had amassed millions of dollars in stock options. The series led to a federal investigation of over 100 companies and forced many executives to step down. The \$25,000 prize is awarded each year for the story that best promotes more effective and ethical conduct of government, the making of public policy, or the practice of politics in the United States at the national or local level.

This year’s keynote address was delivered by Goldsmith Career Award Winner Daniel Schorr, senior news analyst for National Public Radio. “The power of the press has lost its meaning,” Schorr said, lamenting what he saw as the American public’s waning confidence in the news media. A repercussion of this development, he said, is that the public nowadays is less likely to

rally on behalf of journalists who, citing the First Amendment, refuse to disclose their sources.

The Goldsmith Book Prize is awarded annually to two distinguished contributions to the field of press and politics—one academic and one trade. This year, in the academic category, the prize went to Diana C. Mutz, the Samuel A. Stouffer Professor of Political Science and Communication at the University of Pennsylvania. In *Hearing the Other Side: Deliberative versus Participatory Democracy*, Mutz argues that active participation in politics may be incompatible with a more deliberative approach. In the trade category, Gene Roberts, former managing editor at *The New York Times*, and Hank Klibanoff, managing editor at *The Atlanta Journal-Constitution* won for their book, *The Race Beat: The Press, the Civil Rights Struggle and the Awakening of a Nation*, an account of how the press came to recognize the urgency of America’s civil rights struggle and their tenacity in exposing the story.

On March 17, the winners and finalists for the investigative reporting prize convened to discuss their particular investigations as well as the general state of investigative reporting. The finalists for the Goldsmith

Investigative Reporting Prize were Walter V. Robinson, Michael Rezendes, Beth Healy, Francie Latour and Heather Allen of *The Boston Globe*; Charles Ornstein and Tracy Weber of *The Los Angeles Times*; Debbie Cenziper of *The Miami Herald*; Ken Armstrong, Justin Mayo and Steve Miletich of *The Seattle Times* and Dan Morgan, Gilbert M. Gaul and Sarah Cohen of *The Washington Post*. Shorenstein Center Director Alex Jones moderated.

A special award was presented to the Center for Public Integrity, founded by former Shorenstein Fellow Chuck Lewis, for its contribution to public service.

This year’s ceremony marked the sixteenth annual presentation of the Goldsmith Awards, which promotes excellence in journalism and encourages debate about the relationship between politics and the news media.



Mark Maremont, James Bandler and Charles Forelle of The Wall Street Journal



Diana Mutz

Shorenstein Center Celebrates Twentieth Anniversary



Arianna Huffington and Michael Kinsley

On Friday, October 13 and Saturday, October 14, the Shorenstein Center marked its twentieth year of exploring the intersection of press, politics and public policy through vigorous debate and research.

Organized around the theme “The Future of News,” the two-day anniversary celebration featured a series of speeches and panel discussions that were emblematic of the center’s mission to further, and in many cases instigate, dialogue over timely and critical issues affecting journalists and the state of journalism at large.

The event kicked off on Friday morning with an address by Scott Anthony, managing director of Innosight and co-author of *Seeing What’s Next: Using the Theories of Innovation to Predict Industry Change*. Anthony’s speech, titled “Newspapers and Industry Information,” addressed the challenges of achieving growth in the newspaper industry, which is widely considered to be on the decline.

Vartan Gregorian, president of the Carnegie Corporation of New York, delivered the keynote speech at Friday’s luncheon. Gregorian’s talk focused on the crucial link between the media and

the need for an informed, educated populace. Speaking of the public as “citizens,” rather than as “consumers,” Gregorian stressed the importance of cultivating a citizenry that is capable of digesting, analyzing, and integrating the vast array of information that is now available. (See page 9 for an excerpt from Gregorian’s speech).

Two of the weekend’s three panel discussions occurred on Friday afternoon, starting with “Traditional News Media: Optimism, Pessimism and Realism,” moderated by former center director Marvin Kalb; panelists included John Carroll, former editor, *Los Angeles Times*; Rick Kaplan, executive producer, “The CBS Evening News”; Bill Marimow, editor and executive vice president, *Philadelphia Inquirer*; Robin Sproul, vice president and Washington bureau chief, ABC News; and Evan Thomas, assistant managing editor, *Newsweek*.

While the panelists offered disparate definitions of what constitutes “traditional news,” there was consensus that the mainstream media’s fear of change and concern with profit margins have resulted in some costly decisions for the industry as a whole. “Sadly, we are eroding the

foundations of the long-term business, that delicate balance of public service . . . in order to satisfy investors’ goals to have maximum profit margins,” Marimow said.

When asked about the long-term outlook for traditional media, such as newspapers and broadcast networks, the panel was more optimistic. “We are in a communications revolution,” said Sproul. Evan Thomas added: “Obviously there are economic realities out there that affect us, but . . . there is always going to be a market for good storytelling, for deep, good, rich storytelling. And that’s expensive, but there is going to be a market for it forever.”

The second panel, “New Media and News: Peering over the Horizon,” was moderated by Director Alex Jones. Panelists espousing the views of the paperless media included Arianna Huffington, co-founder, HuffingtonPost.com; Jeff Jarvis, writer, BuzzMachine.com; Michael Kinsley, founding editor, *Slate*; Rebecca MacKinnon, co-founder, Global Voices Online; Martin Nisenholtz, senior vice president, digital operations, New York Times Co.; and Paul Sagan, president and CEO, Akamai.

Continuing the thread of Evan Thomas’ observation in the previous panel, moderator Jones pointed out, “In a way, you could think of blogging as storytelling. You certainly can think of these videos on YouTube as storytelling and you can think of MySpace as storytelling. So, effectively, what we seem to be moving into is a world of vast quantities of new stories.”

Panelists proceeded to dissect the implications of this vast quantity of new stories, which

Continued on page 7



Anniversary, from page 5

**Fred Schauer**

predominantly exist in cyberspace. Echoing Thomas' sentiments, Arianna Huffington said: "I don't see it all as either/or. This whole debate of online versus print, online versus the mainstream media—I really think it's already obsolete. I think, in the foreseeable future, there is going to be both."

Speaking to the power of the Web as a journalistic tool, Rebecca MacKinnon added, "In the past, if a journalist didn't pick up on something that somebody had to say somewhere, it just never got anywhere, end of story.

"Now people have the ability to take matters into their own hands and get messages out, get images out, get stories out. You don't have to wait for professionals to find the space in their newspapers or even on their websites," she said.

A high point of the weekend was a dinner on Friday night, during which a number of distinguished guests reflected on the past twenty years. Friday evening also featured a series of tributes to Walter Shorenstein, principal benefactor of the Shorenstein

Center, and to his late daughter Joan, formerly of CBS News and *The Washington Post*, in whose memory the center was established and named.

Speakers included present and past Center directors Alex Jones and Marvin Kalb; Al Hunt of Bloomberg News; former deans of the Kennedy School Graham Allison and Al Carnesdale; David Ellwood, the Kennedy School's current dean; and veteran anchor Dan Rather, formerly of CBS News.

On Saturday, Thomas Patterson, Bradlee Professor of Government and the Press, moderated a panel that addressed the issue of "Media and Democracy." Participants in the discussion included Nik Gowing, main presenter, BBC World; Hendrik Hertzberg, senior editor and staff writer, *The New Yorker*; Kathleen Hall Jamieson, professor and director, Annenberg Public Policy Center, University of Pennsylvania; Bill Kovach, former editor, *Atlanta Journal-Constitution*; and Mark McKinnon, chief media advisor

**Dan Rather**

to President George W. Bush during the 2000 and 2004 campaigns.

Addressing perhaps the weightiest issues of the weekend, panelists were asked to consider broad questions about the public's perspective on the press in terms of truth and accuracy—a pertinent issue in a time when audiences have come to rely on up-to-the-minute reporting from the mainstream and non-traditional media alike.

BBC journalist Nik Gowing described the pressure of working under what he calls the "tyranny of real time."

"What we are facing is the incapacity in those we rely on as sources to get basic, raw information, so we are now the purveyors of the first, second, and third versions of facts . . . we don't have a deadline, we have a rolling deadline," Gowing said.

He continued: "And that's the dilemma I think we are all facing. Because whether you are in a newspaper with the traditional deadlines or a rolling website like *The New York Times* has and [the BBC], and also on a multitude of 13 different broadcast platforms, we have a constant deadline. How do you measure truth and accuracy in that?"

The weekend's festivities concluded with a luncheon on Saturday, where *Guardian* editor Alan Rusbridger delivered a speech entitled "Corporate Responsibility and the Media," in which he discussed the importance of balancing business and editorial responsibilities.

E. J. Dionne, Jr., Delivers Theodore H. White Lecture



E. J. Dionne

The friction between traditional, newspaper-based journalism and the ever-evolving world of electronic-based news delivery is a topic that has dominated the debate about what the future of news reporting will look like. This year's Theodore H. White Lecturer, *Washington Post* columnist and author E. J. Dionne, Jr., confronted the topic in his address, "The Making of Democracy 2006: How the New Media and the Old Media Could Live Together Happily and Enhance Public Life."

Dionne sought to inject a note of optimism into the debate. His perspective was a refreshing one: the two need not argue, he suggested; there is, in fact, good reason to think they could complement one another to better fulfill journalism's mandate to engage citizens in the democratic process. It is essential, Dionne said, "to preserve good, old-fashioned reporting and investigation that citizens, whatever their political views, can rely on." But,

he insisted, we must welcome new media forms, because they help fill a void that traditional reporting does not address. New media "engage citizens in the obligations and magic of politics. They draw people into the fight," he said.

Dionne, who writes a syndicated column for *The Washington Post*, is a 1973 Harvard graduate and Rhodes scholar. Before joining the *Post* in 1990 as a political reporter he was, for fourteen years, a reporter for *The New York Times*.

Earlier in the evening the David Nyhan Prize for Political Journalism, awarded annually in conjunction with the White Lecture, was presented to the late journalist Molly Ivins.

In the wry manner that was her trademark, Ivins shared some observations about the flurry of concern regarding the fate of newspaper-based reporting. "I have been in the newspaper business since 1964, and during that entire time I have been told it's a

dying industry," she said. More important than speculation or panic about the medium's future prospects, she suggested, the real object of concern should be preserving the role of news—in whatever form—in engaging citizens in dialogue. "Our readers are not just consumers, they're citizens, and the conversation we have among ourselves as a democracy is really what this country is about," she said.

The following morning Dionne and Ivins took part in a panel discussion moderated by Shorenstein Center Director Alex Jones. The other panelists were Garance Franke-Ruta,



Molly Ivins

senior editor at *The American Prospect*; Christina Martin, former press secretary to Newt Gingrich; Jack Shafer, press critic and editor-at-large for *Slate* magazine; and Sidney Verba, Carl H. Pforzheimer University Professor at Harvard University. An edited transcript of the White Lecture and Seminar is available on the Center's website.

Twentieth Anniversary Keynote Address by Vartan Gregorian

The following is an excerpt of the keynote address delivered at the Shorenstein Center's twentieth anniversary celebration. Vartan Gregorian, president of the Carnegie Corporation of New York, spoke of the expanded role the nation's universities could play in enhancing the ability of journalists—and the broader public whom they serve—to participate in public life.

As Jefferson mentioned, you cannot be mere teachers; you have to be public intellectuals as well. A journalist has to embody the best knowledge because he or she is an intermediary between society and knowledge. He or she is also an interpreter, but most important, he or she is a guardian of our democracy. In my opinion, there are three positions most important in the public sector in this country: teachers, to whom we entrust our children, and therefore our future; librarians, to whom we trust managing information; but the other one, in my opinion, is journalists. I have an exalted view of journalists, sorry to offend some of you.

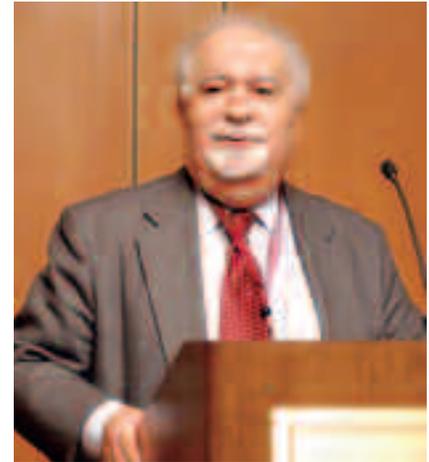
But I think it's the most important task. Our democracy is being kept honest, transparent, accountable because of you. Whether you are on the right or the left, there is a wider spectrum, you are the ones who keep democracy alive. Economic institutions won't, because America was not built on the notion that we are all socioeconomic consumers. We are spiritual beings,

we are rational beings, we are civic beings, we are citizens, and you as journalists have to protect that citizenship, the concept of citizenship. . . .

[A]s a corporation, as government, as a political party, I can control the media if we don't have an educated journalist, a specialist who will go to the heart of the matter, rather than be snowed in or directed by us. And that's why it's very important, in my opinion, to also put our resources to educate those who are going to be journalists. Whether you went to school for journalism, I don't care. But if you decide to be a journalist, I want you to be the best because truth does not go out of business. Truth is not business, truth is a necessary ingredient in keeping our society together. And that's why journalists, in my book, are so highly regarded. The other thing which we have to think about is how to make news media outlets immune to the rise and fall of corporate pricing.

But what happens to democracy if all of us go out of business? What range of profit can one condone in a civil society like ours? We used to have public utilities regulated; there could be eight or ten percent profit. Should we make newspaper and other industries also subject to minimum or maximum kinds of profit?

But now the costs are so immense—psychological, sociological, economic, political costs—that we don't encourage



Vartan Gregorian

people to be in the truth business. We encourage people to be in the profit business, which is fine; I have no problem with profit. But there is a social responsibility to reapply that profit, as Mr. Shorenstein has done, for the sake of society, to keep institutions going that will be beacons in order to keep light so that people can follow. The price is worth it because we intend to see that America deserves an honest profession full of integrity and courage. And the courage is not to go and die in the field; courage is also the routine that every day you follow for 10 or 20 years in order to find out what happened.

It's a luxury that we can afford and, if we miss this boat and something happens to our democracy, we cannot blame anybody—al Qaeda, Soviets, Castro, Chavez, whoever—we have to blame ourselves because, as Pogo said, "We found the enemy, the enemy is us."

2006–2007 Courses



Visiting Associate Professor of Public Policy **Matthew Baum** taught two courses.

The first, *Mass Media, Public Opinion and U.S. Foreign Policy*, considers whether and how the media influences public opinion regarding politics and foreign policy. The second course, *Political Communication*, covers the history of and recent trends in the media, with a particular focus on television.



Professor **Robert J. Blendon** taught *Public Opinion, Polling and Public Policy*. The course examines the

influence and role of public opinion polling in policy decision making, election campaigns, and journalism. Students learn the basic skills required to design, use, and critically interpret surveys measuring public opinion. Blendon also taught a second course, *Political Analysis and Strategy for U.S. Health Care Policy*.



Nolan Bowie, adjunct lecturer in public policy, taught *New Media and Democracy*, a course dealing with

the policies and politics associated with new media in the 21st century. Some of the topics covered include media concentration, propaganda, intellectual property and diversity.



Former *Los Angeles Times* editor **John S. Carroll** taught *Journalistic Values in a Time of Upheaval*, a

course that focused on contemporary challenges to traditional newspaper journalism, among them technology, the tension between corporate and journalistic values and the effects of partisanship on reporting.



Marie Danziger, lecturer in public policy and director of the Kennedy School's communications

program, taught the *Arts of Communication*. This course, geared toward potential leaders in politics and public policy, aims to strengthen students' ability to communicate effectively in public, both in speech and in writing. Danziger also

co-taught *Mobilizing for Political Action* with Tom Patterson, Steve Jarding and Pepper Culpepper.



Adjunct Lecturer **Maxine Isaacs** taught *Foreign Policy, the News and American Public Opinion*.

With particular emphasis on current events, this course examines the relationship between public opinion and news media coverage of foreign policy. Democracy building, military and humanitarian intervention, and trade and economic policy are among the many topics discussed—from both theoretical and practical perspectives. Isaacs also taught a freshman seminar at Harvard College on presidential elections.



Steve Jarding, lecturer in public policy, taught *Mobilizing for Political Action* with Marie Danziger, Thomas Patterson and Pepper Culpepper. He

also taught *Running for Office and Managing Campaigns*, a course for students who wish to run for political office or work on political campaigns.



Alex Jones, Laurence M. Lombard Lecturer in the Press and Public Policy, taught a survey course, Press,

Politics and Public Policy. In this course students examine the lessons that can be learned from recent news coverage of such topics as the war on terror, the war in Iraq, the 2004 election, and the current political situation.



William Kristol, lecturer in public policy, taught a course with the title Can America Be Governed?

Through case studies, the course considers such questions as whether we are doing a better job of governing ourselves, what the main obstacles to successful governance are, and how we might overcome them.



In collaboration with lecturers Marie Danziger, Steve Jarding and Pepper Culpepper, **Thomas E. Patterson**, Bradlee

Professor of Government and the Press, taught Mobilizing for Political Action, an introduction to political systems in the U.S. and abroad. One of the Kennedy School's core courses, it is a requirement for those in the two-year Master in Public Policy program.



Mark McKinnon, adjunct lecturer in public policy, taught Modern Political Communication: From the

White House to the Blogosphere. This course examined the key instruments used in political communications and considered a range of questions, including what makes a particular message succeed or fail and whether political communications qualifies as either an art or a science. McKinnon was chief media advisor to President George W. Bush during the 2000 and 2004 elections. He is an award-winning media producer and communications strategist and has served as principal media advisor for corporate and political campaigns in the United States, Latin America, and Africa. President of Maverick Media, McKinnon has been awarded more than thirty Pollie and Telly awards, which honor the nation's best political and public affairs advertising.



Religion, Politics and Public Policy is taught by **Richard Parker**, lecturer in public policy. This course proceeds from

the premise that the influence of religion in public life is largely unexamined. It considers the shape of American religious beliefs today and probes how they continue to arise in

law, politics, economics, the press, public morality and social policy.



Fred Schauer, Frank Stanton Professor of the First Amendment, taught Legal and Political Institutions in

Development. This course focuses on the legal and political aspects international development, with a particular focus on the nature and varieties of legal and political institutions. Schauer also taught a course, Evidence, at Harvard Law School.



Evan Thomas, Edward R. Murrow Visiting Professor of the Practice of Press and Public Policy, taught Mass

Media and Public Policy, a course that examines the interaction of politicians, policymakers and the media, and their impact on policy through case studies involving national security issues, Washington scandals and elections. The course focused in particular on press/politics dynamics in the post-World War II era.

NEWSMAKERS



This spring **Robert Blendon**, Professor of Health Policy and Political Analysis, was one of three recipients of the 2007 Everett Mendelsohn Excellence in Mentoring Award. The prize is awarded annually to a faculty member with a distinguished record of helping students realize their academic, professional, and personal goals.

Marion Just is co-author (with Tom Rosenstiel, Todd Belt, Atiba Pertilla, Walter Dean and Dante Chinni) of the new book *We Interrupt This Broadcast: How to Improve Local News and Win Ratings, Too* (Cambridge University Press).

On July 1, 2007, **Marvin Kalb** will become the Edward R. Murrow Professor of Practice emeritus at Harvard's Kennedy School of Government. Kalb served as Edward R. Murrow Professor and director of the Shorenstein Center from 1986 to 2000.

Rick Kaplan, former Shorenstein Fellow and Lombard Lecturer, has been named executive producer for the "CBS Evening News" with Katie Couric. Kaplan is a former president of both CNN and MSNBC, and was a longtime producer for ABC's "World News Tonight" with Peter Jennings.

Global Voices Online, a website that harnesses the power of blogging to galvanize civic participation, was the 2006 recipient of the Institute of Interactive Journalism's Knight-Batten Innovations Award. Global Voices offers a way for bloggers around the world to converge around issues related to civil society that often go underreported by the mainstream media. The \$10,000 award recognizes innovative ways to use the Internet to promote citizen participation in public life. Housed at Harvard's Berkman Center for Internet and Society, the site was co-founded by former Shorenstein Center Fellow **Rebecca MacKinnon**. www.globalvoicesonline.org

Fred Schauer has been named the new director of Harvard University's Edmond J. Safra Foundation Center for Ethics, which is based at the Kennedy School of Government. He will begin his tenure in July 2008.

Carnegie Knight, from page 1

surveyed have increased their use of news in the classroom, many are opting for Internet-based news from providers such as CNN.com, PBS.org and nytimes.com over news provided by local newspapers and local and national television.

The reports were based on parallel national surveys of over

1,250 social studies, civics and government teachers in grades 5 through 12, as well as several hundred Newspaper-in-Education (NIE) program directors at daily newspapers. They were produced by the Shorenstein Center for the Carnegie-Knight Task Force on the Future of Journalism Education. The Task Force is

a partnership involving the Carnegie Corporation of New York, the John S. and James L. Knight Foundation, the Shorenstein Center and eight leading graduate schools of journalism.

To read the reports visit http://www.ksg.harvard.edu/presspol/carnegie_home.htm.

Massimiliano Santini Awarded Lithgow Summer Internship

Massimiliano Santini, a student at the Kennedy School, is this year's recipient of the Lynette Lithgow Summer Internship grant. He will spend the summer in Nairobi as a reporter for *The Business Daily*, a leading source of financial news in

Kenya. Santini graduated from the University of Modena and Reggio Emilia in 1998 with a degree in economics. Later he worked as a financial analyst in London, New York, and Rome with the United Nations' World Food Programme. His journalism

background includes a stint as a foreign correspondent for *Next Exit*, a monthly news magazine published in Italy. He also has produced and edited several documentary films focusing on social issues.

Scholarships at the Kennedy School

Harvard University's Kennedy School of Government offers master's degrees in public policy and public administration. If you are a journalist interested in applying to the Kennedy School, please consider the following scholarship opportunities:

Shorenstein Center Scholarship in Press and Politics

The Shorenstein Center Scholarship is awarded to an individual who has a proven interest in issues concerning the press and politics, has been accepted as a Kennedy School student and wishes to study press, politics and public policy. Successful applicants are expected to work in journalism/communications

for a nonprofit, a government agency or political entity for three years after graduation.

William A. Starr Innovations Fellowship. This fund was established to support students who are working to promote innovative solutions and imaginative thinking as leaders in journalism and public service. The fellowship will be awarded to a journalist in the MPP or MPA program who demonstrates original, non-traditional thinking in policy analysis and public service.

Lewis Freedman Scholarship for Broadcast Journalism/Frederick Roy Martin Scholarship. The Freedman Scholarship was established in 1993 to encourage journalists to expand and deepen their knowledge of public policy issues. The Martin Scholarship was established in 1995 through the estate of Nancy Martin. The income from these two funds supports students interested in journalism.

Applicants for these scholarships should contact Stephanie Streletz, associate director of student financial services, at the John F. Kennedy School of Government, 79 JFK Street, Cambridge, MA 02138; 617-496-9078.

Director, from page 1

Knight Ridder, the company which was once considered the best newspaper chain in the country, was owned without two tiers of stock. Neither the Knights nor the Ridders—the two families who merged their newspaper chains to create the company—built that form of control into the company when it went public. All shareholders were equal, and that worked fine for a while.

But when some unhappy owners of blocks of stock became unhappy with profitability, they forced it first to cut its costs by reducing news staffs and ultimately forced it to be sold. Because there was no two-tiered ownership, it was far more vulnerable to pressures from Wall Street.

In the unlikely event that the Sulzberger family relents and

changes the stock ownership system, it seems almost certain that the next move from Wall Street would be to put *The New York Times* on the auction block.

Good journalism has generally prospered under public ownership of newspaper companies. These companies took the millions made available by offering their shares to the public, and in return provided lush profit margins during the good times of the 1980s and 1990s.

But public ownership and bad times don't work well together. Now, when the newspaper industry is going through traumatic changes, the long view is required—and that is not Wall Street's style.

At the very time when newspaper companies need to reinvest in new things and shore up existing news products, Wall Street is

demanding returns that would be suitable for a period of expansive growth and prosperity.

At risk is the news itself.

If the immediate-return goals of Wall Street are allowed to prevail, the future of news will be the principal victim. Newspapers *can* make more money. But to do so they have to cut their expenses, and that means—especially—serious, costly news.

It is no coincidence that the three most admired newspapers in the country are protected by two-tiered stock ownership, allowing family control rather than Wall Street bean-counting to make the final judgments.

We can only hope that the bullies from Wall Street will not prevail.

Four Kennedy School Students Selected As News21 Interns

The Carnegie-Knight Initiative on the Future of Journalism Education is a partnership between the Carnegie Corporation of New York, the John S. and James L. Knight Foundation, the director of the Shorenstein Center, and the deans of four of the nation's leading journalism schools—the Graduate School of Journalism, University of California at Berkeley; the Graduate School of Journalism, Columbia University; the Medill School of Journalism, Northwestern University; and the Annenberg School of Communication, University of Southern California. The initiative aims to revitalize journalism education through research, curriculum reform and an innovative summer internship program.

As part of the Carnegie-Knight Initiative, the universities have created News21 Incubators, annual national investigative reporting projects overseen by campus professors and distributed nationally through both traditional and innovative media. News21 emphasizes innovative, hands-on journalism study and practice. Students have the opportunity to create news products that are experimental in substance and style for mainstream and emerging news outlets.

Four Kennedy School students have been selected as News21 interns this year. The interns have been assigned to work with teams at three of the four participating schools, and each team will focus its reporting on a different aspect of this year's theme, religion. The 2007 interns are Karim Bardeesy, Ben Branham, John McDermott and Nik Steinberg.

Karim Bardeesy is a political science graduate from McGill University. He has worked for the office of the Minister of Finance in Ontario and as a researcher for the CBC and other Canadian media outlets. At the Kennedy School he writes for the student newspaper and is managing editor of the school's student-run policy journal. Bardeesy will join the News21 team at Columbia.

Ben Branham is affiliated with News21's Northwestern group. A 2001 graduate of the University of Illinois, he has worked for a nonprofit organization in Boston and as press secretary for a city agency in New York City. Branham was editor-in-chief of his high school newspaper, copyeditor for the *Daily Illini* and is incoming news editor for the



Nik Steinberg, Karim Bardeesy, Ben Branham and John McDermott

Kennedy School's student newspaper, *The Citizen*.

John McDermott will, with Branham, join the group at Northwestern. A British Fulbright scholar, he graduated with honors from the London School of Economics. There he majored in history and was senior editor of the student newspaper.

Nik Steinberg, a 2002 graduate of Dartmouth College, has worked for a number of human rights organizations in New York City, India, Kosovo and Mexico. Nik, the incoming editor-in-chief for *The Citizen*, is headed to California to work with the News21 team at Berkeley.

All four interns are first-year master in public policy candidates at the Kennedy School.

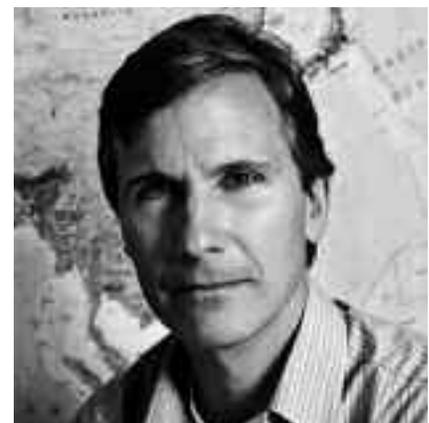
John Pomfret Wins Shorenstein Prize

On January 10, 2007, the Shorenstein Prize was presented to John Pomfret. The prize honors an American journalist or author for his or her contribution to our understanding of the Far East. It is awarded each year by Stanford University's Walter H. Shorenstein Asia-Pacific Research Center and Harvard's Shorenstein Center.

Pomfret, now with *The Washington Post*, has covered numerous wars as a foreign

correspondent. He is an expert on China and has spent many years reporting on the country.

In the early 1980s Pomfret was a part of one of the first groups of American students to study in China. His book, *Chinese Lessons: Five Classmates and the Story of the New China*, chronicles his story and that of his classmates, who were to become powerful figures in Chinese business and government.



The Center



Alex S. Jones, Director; Laurence M. Lombard Lecturer in Public Policy
Nancy Palmer, Executive Director

Alyssa Barrett, Staff Assistant

Matthew Baum, Visiting Associate Professor of Public Policy

Robert J. Blendon, Professor of Health Policy and Management

Nolan Bowie, Adjunct Lecturer in Public Policy

John Carroll, Knight Visiting Lecturer

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

Alexandra Evans, Staff Assistant (Washington)

James Fleming, Financial Administrator

Jenn Goodman, Staff Assistant

Edith Holway, Fellows and Programs Administrator

Maxine Isaacs, Adjunct Lecturer in Public Policy

Steve Jarding, Lecturer in Public Policy

Marion Just, Associate

Marvin Kalb, Senior Fellow (Washington)

Rick Kaplan, Associate

Alexander Keyssar, Matthew W. Stirling Jr. Professor of History
 and Social Policy

Alison Kommer, Staff Assistant

William Kristol, Lecturer in Public Policy

Mark McKinnon, Adjunct Lecturer in Public Policy

Jonathan Moore, Associate

Pippa Norris, Paul F. McGuire Lecturer in Comparative Politics
 (on leave)

Daniel Okrent, Associate

Richard Parker, Lecturer in Public Policy

Thomas E. Patterson, Bradlee Professor of Government and the Press

Frederick Schauer, Frank Stanton Professor of the First Amendment

Camille Stevens, Staff Assistant

Evan Thomas, Edward R. Murrow Visiting Professor of the Practice of
 Press and Public Policy (Fall 2006)

Tezeta Tulloch, Publications Coordinator

Advisory Board

Hushang Ansary

Philip S. Balboni

W. Lance Bennett

Ann Blinkhorn

David Broder

Mabel Cabot

Richard Cavanagh

Philip Cavanaugh

E. J. Dionne, Jr.

Elizabeth Drew

Howard Gardner

Arthur Gelb

Loren Chigliione

Doris Graber

Roy Hammer

Carole Shorenstein Hays

Stephen Hess

Ellen Hume

Albert Hunt

Walter Isaacson

Marion Just

Bernard Kalb

Marvin Kalb

Richard Lambert

Nancy Hicks Maynard

Jonathan Moore

Dan Rather

John S. Reidy

Donald S. Rice

Paul Sagan

Daniel Schorr

Douglas Shorenstein

Walter H. Shorenstein

Sen. Alan K. Simpson

Richard Tofel

Linda Wertheimer

The Joan Shorenstein Center on the Press, Politics and Public Policy

John F. Kennedy School of Government
Harvard University
79 John F. Kennedy Street
Cambridge, Massachusetts 02138

Non-Profit Org.
U.S. Postage
PAID
Permit #375
Nashua, NH

PRESS • POLITICS



Telephone: (617) 495-8269
Fax: (617) 495-8696
Web site address: www.shorensteincenter.org

• PUBLIC POLICY •