



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

# Press/Politics

Fall 2008



From left: Tom Brokaw, Bob Schieffer, George Stephanopoulos, and Judy Woodruff at the Democratic National Convention.

## Shorenstein Center Hosts Convention Events

A presidential election year means national political party conventions, and the Shorenstein Center hosted events at both the Democratic and Republican gatherings this year.

The Democrats went first, holding their convention in Denver. The Shorenstein Center's panel discussion was titled "The Press and the Election: A Conversation with Sunday Morning TV Moderators." It featured NBC's Tom Brokaw, CBS's Bob Schieffer, and ABC's George Stephanopoulos, and was moderated by Judy Woodruff of PBS. Attendees were welcomed by Alex Jones, director of the Shorenstein Center.

With more than 400 journalists and politicians in attendance, the Shorenstein Center event was closely covered by bloggers and reporters. Pennsylvania Governor Ed Rendell's criticism of



From left: William Kristol, Gwen Ifill, and Alex Jones at the Republican National Convention.

the media received considerable attention, as did Tom Brokaw's comments about MSNBC.

The Republican Convention took place a week later in St. Paul. The event was titled "The Press and the Election: American Demographics" and featured Dan Balz of the *Washington Post*; Gwen Ifill of PBS; William Kristol from the *Weekly Standard*; *Time* magazine's Karen Tumulty; and moderator Alex Jones, director of the Shorenstein Center.

For more on these and other Shorenstein Center events, go to [shorensteincenter.org](http://shorensteincenter.org).

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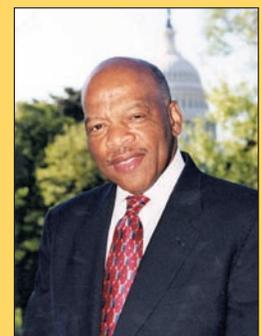
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Maralee Schwartz, Visiting Murrow Lecturer in the Practice of Press and Public Policy

## John Lewis Gives T.H. White Lecture

John Lewis, who represents Georgia's Fifth Congressional District, is the 2008 T.H. White Lecturer. A civil rights pioneer, Lewis was elected to Atlanta's city council in 1981 and to Congress in 1986. Lewis is currently senior chief deputy whip for the Democratic Party, and serves on the House Ways and Means Committee. The 2008 David Nyhan Prize for Political Journalism goes to Bob Herbert, op-ed columnist for the *New York Times*. Both men were honored at the T.H. White event on November 20. A transcript will be posted on the Center's website in December.



## Fall Brings New Fellows, Visiting Faculty to Shorenstein Center

### Fellows

#### Sandra Nyaira

Sandra Nyaira is a reporter for the Association of Zimbabwe Journalists. In addition to writing for the Association, Nyaira's work has appeared in the *London Times*, the *Guardian*, and the *British Journalism Review*. Prior to joining the Association, Nyaira was the political editor of the now-banned Zimbabwean independent newspaper, the *Daily News*. As political editor, she oversaw award-winning coverage of Zimbabwe's political crisis. She has won numerous awards for her writing, including the 2002 International Women's Media Foundation's Courage in Journalism Award. Her work at the Shorenstein Center focuses on new media and its influence on public policy and politics in Zimbabwe.

#### Rory O'Connor

Rory O'Connor is an author, blogger, journalist and filmmaker. He is co-founder and president of the media firm Globalvision and oversees the nonprofit media-watchdog site MediaChannel.org. He has served as co-executive producer of the broadcast newsmagazines *South Africa Now* and *Rights & Wrongs: Human Rights Television*. He is the author of the recently published *Shock Jocks: Hate Speech & Talk Radio* and co-author of *Nukespeak: The Selling of Nuclear Technology in America*. A regular online columnist for AlterNet and MediaChannel, O'Connor also writes a blog called "Media Is a Plural." O'Connor started as a print journalist, writing and editing for the *Boston*



From left: Fellows Eric Pooley and Edward Schumacher-Matos; Maralee Schwartz, Visiting Edward R. Murrow Lecturer on the Practice of the Press and Public Policy; and Fellows Sandra Nyaira and Rory O'Connor.

*Globe*, *Boston Phoenix*, *Boston* magazine and former alternative weekly, the *Real Paper*. O'Connor then began working in broadcast journalism as a reporter and producer at WGBH-TV, while his political commentary was featured regularly on WBCN radio. He later was a senior producer at WCVB-TV. O'Connor is a Sagan Fellow at the Shorenstein Center, and is researching and writing a paper on trust, journalism and social networks.

#### Eric Pooley

Eric Pooley is editor at large for *Time* magazine. Pooley has been managing editor of *Fortune*, editor of *Time Europe*, and in 2001–2002 was national editor of *Time*. Before that, he served as *Time*'s chief political correspondent. In 1996, as *Time*'s White House correspondent, Pooley won the Gerald Ford Prize for Excellence in Reporting for his coverage of the Clinton administration. Previously, Pooley had a 12-year career at *New York* magazine

as a columnist, writer and senior editor. Pooley is researching and writing a book about the politics and economics of climate change. He is the Kalb Fellow at the Shorenstein Center and is focused on press coverage of the climate-change issue.

#### Edward Schumacher-Matos

Edward Schumacher-Matos is the CEO and founder of Rumbo Newspapers and Meximerica Media, a chain of four Spanish-language dailies in Texas. Schumacher-Matos began his career as a reporter at the *Patriot Ledger* in Quincy, Mass. before moving on to the *Philadelphia Inquirer*. For nearly a decade afterward, Schumacher-Matos worked at the *New York Times*, first as the New York City economic-development reporter and later as bureau chief in Buenos Aires and in Madrid. He left the *Times* in 1988. In 1991, he returned to New York as director of the Spanish Institute,

a private cultural and public affairs institute dedicated to U.S.–Spain relations. In 1993, he joined the *Wall Street Journal*, where he became the founding editor and associate publisher of the *Wall Street Journal Americas*. His research at the Shorenstein Center focuses on the evolution of cable news toward more opinionated journalism as seen in the case study of Lou Dobbs.

### Visiting Lecturer

#### Maralee Schwartz

Maralee Schwartz is the Visiting Edward R. Murrow Lecturer on the Practice of the Press and Public Policy. She is teaching a course titled "How Politicians Connect with Voters: The 2008 Presidential Campaign." Schwartz spent more than two decades as a reporter and editor at the *Washington Post*. She joined the *Post* in 1979 as a researcher, then became a general-assignment political reporter, a job that took her to the trail with presidential candidates. During the 1992 general election, Schwartz moved on to the assignment desk, editing political stories, and on election night, was named congressional editor. Schwartz became national political editor in 1996, responsible for all national political coverage as well as coverage of the White House. In 2006, after more than 27 years covering national stories, Schwartz was named deputy business editor in charge of corporate governance, white collar crime and the markets. In the fall of 2007, Schwartz was a fellow at the Institute of Politics and led a study group on the presidential campaign.

## Matthew Baum Named First Kalb Professor of Global Communication

Professor Matthew Baum was recently named the first Kalb Professor of Global Communication at the Kennedy School.

Baum, who received his Ph.D. in political science at UC San Diego in 2000, studies mass media and politics. In 2005 he published the book *Soft News Goes to War: Public Opinion and American Foreign Policy in the New Media Age*, and has been looking at how the changes in the media landscape have been affecting politics.



allow people to connect with politicians as individuals as opposed to on the level of their ideology or policy positions. It doesn't mean you don't see policy discussions, because you do, but less of it and framed very differently. Framed through personal anecdote."

While Baum finds some of the claims made on the effect of the Internet to be exaggerated, he does feel that it reached a "threshold point" with Barack Obama's ability to finance his bid with

many small donations rather than party insiders and major donors. "That's significant because it represents an alternative model for competing, for getting to the party nomination. To me that's a big change."

Baum is affiliated with the Shorenstein Center and has been a visiting professor at the Kennedy School for the last two years. The professorship was named after Marvin Kalb, founding director of the Shorenstein Center, and funding was provided by the Ansary Foundation. Hushang Ansary, a longtime member of the Center's advisory board, is the benefactor of the foundation.

"In a relatively polarized electorate, with very few remaining persuadable voters, the premium on reaching those people is much higher," Baum said in an interview with the *Harvard Kennedy School Bulletin*. "Soft news—daytime and late night talk shows—is one of the best ways to reach them, and politicians are very aware of this." When politicians appear in such contexts, the differences are clear: There's very little mention of political parties or the other side. In its place is "talk of families, personal backgrounds, things that would

### NEWSMAKERS

**Kiku Adatto's** *Picture Perfect: Life in the Age of the Photo Op* was recently published by the Princeton University Press. It's a remarkable update of her earlier book of the same title, which included the study of the shrinking sound-bite on television news, that she conducted as a Shorenstein Center Fellow in 1989.

**David Anable**, a fall 2005 Shorenstein Fellow, is the interim chief executive of The Principia, a K-12 school in St. Louis, and a four-year college in Illinois.

**Robert Blendon**, Professor of Health Policy and Management at the Shorenstein Center, has received the Warren J. Mitofsky Award for Excellence in Public Opinion Research.

**Jill Carroll**, a Shorenstein Fellow in fall 2006 who had been at the *Christian Science Monitor*, is now training to become a firefighter and emergency medical technician in Fairfax County, Virginia.

**Ted Gup**, a Shorenstein Fellow in fall 2003, has been named chair of the journalism department at Emerson College in Boston. He will assume his new position in the fall of 2009.

**Jeff Madrick**, a spring 2001 Shorenstein Fellow, is the author of a new book titled *The Case for Big Government*.

**Frederick Schauer**, formerly the Frank Stanton Professor of the First Amendment at the Kennedy School, is now the David and Mary Harrison Distinguished Professor of Law at the University of Virginia.

**Stephen J.A. Ward** is the James E. Burgess Professor of Journalism Ethics in the School of Journalism and Mass Communication at the University of Wisconsin-Madison. Prof. Ward took up the newly endowed position in August 2008.

## Fall 2008 Shorenstein Center Courses

The Arts of Communication; Marie Danziger, Timothy McCarthy

Challenges of Democratization; Pippa Norris

New Media and Democracy; Nolan Bowie  
How Politicians Connect with Voters: The 2008 Presidential Campaign; Maralee Schwartz

Research Seminar: Press, Politics and Public Policy; Thomas E. Patterson

Religion, and Politics and Public Policy; Richard Parker

Intensive Writing for Politics and Policy; Greg Harris, Luciana Herman

Mass Media, Public Opinion, and U.S. Foreign Policy; Matthew Baum

## Harvard/World Bank Conference Explores ‘The Roles of the News Media’

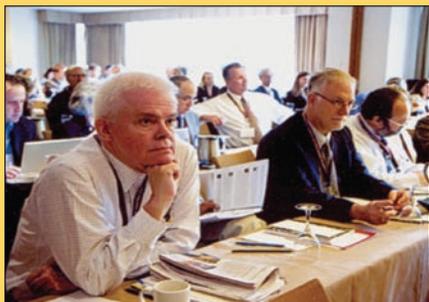
In May, the World Bank Communication for Governance and Accountability Program (CommGAP) and the Shorenstein Center co-sponsored a three-day workshop on “The Roles of the News Media in the Governance Agenda: Watchdogs, Agenda-Setters, and Gatekeepers.” The conference was organized by Sina Odugbemi of CommGAP and Pippa Norris of the John F. Kennedy School of Government.

Panels responded to such questions as: “What are the most appropriate normative standards and the ideal functions of news media systems?” “How do the roles of journalists vary across and among different world regions?” and “What is the role of the media in post-conflict reconstruction?” Papers written included “Agenda-Setting and Responsiveness to Humanitarian Crisis and Development Aid” (Douglas van Belle, University of Wellington) and “Press and the Public Sphere in Contemporary Latin America” (Silvio Waisbord, George Washington University).

“Global editors are struggling with what is more important. Is it the race for the White House ... or is it a natural disaster that is wreaking havoc in one of the most tightly shuttered countries on the planet?” wrote Susan Moeller, University of Maryland, in her conference paper.



Paul Mitchell and Sina Odugbemi of the World Bank at the opening session.



Dean Mills at the Future of Journalism conference.



Robert Picard and Jean Folkerts during a panel.

### Conference Looks into Journalism’s Future

On June 20 and 21, 2008, the Shorenstein Center hosted a conference sponsored by the Carnegie-Knight Task Force on the Future of Journalism Education and funded by Carnegie Corporation of New York.

Participants included deans and journalism educators from the universities affiliated with the Carnegie-Knight Task Force, working journalists and scholars from other academic disciplines.

Among other activities, the two-day conference included six moderated

panels: “Working Journalists and the Changing News Environment,” “Communication Research and the Changing News Environment,” “Citizen Journalism,” “Innovations in Journalism Education,” “The Changing Demand for News and Its Implications,” and “The Economics of News: Prospects for New (and Old) Business Models.”

The agenda and papers are available on the Shorenstein Center’s website, [shorensteincenter.org](http://shorensteincenter.org).

### New Journalism Education Report

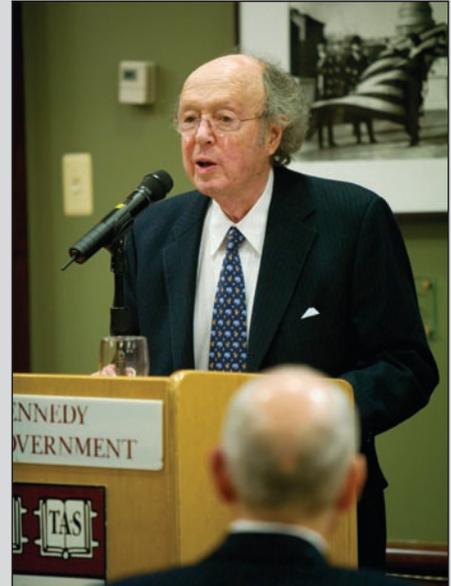
*Journalism School Curriculum Enrichment*, a report of the Carnegie-Knight Initiative on the Future of Journalism Education, has been released and is now available on the Shorenstein Center’s website, [shorensteincenter.org](http://shorensteincenter.org).

The initiative is funded by Carnegie Corporation of New York and the John S. and James L. Knight Foundation. The two foundations have joined together with 12 universities to develop a vision of what a journalism school can be at an institution of higher education.

The Carnegie-Knight Task Force is the research arm of the Initiative and is based at Harvard’s Shorenstein Center. The new report is the latest of five produced by the Task Force.



Left: Fellow Sandra Nyaira and Anthony Lewis at the reception before the Salant Lecture. Right: Lewis delivers his lecture. Center right: Chief Justice Margaret Marshall, Kennedy School of Government dean David Ellwood and Elisabeth Allison at the dinner that followed the lecture. Bottom right: Kennedy School students at the reception.



## Lewis Delivers First Annual Salant Lecture

Alex Jones, director of the Shorenstein Center, had no shortage of kind words as he introduced the inaugural Salant Lecturer, Anthony Lewis, on October 1. Lewis, a two-time Pulitzer Prize winner, was “a man who has come to embody the battle to keep the First Amendment vibrant and vigorous,” and whose work “opened the door to the robust and fearless national conversation that is at the heart of politics today.” These sentiments were clearly echoed by the attendees.

Lewis began his lecture by touching on two views of the American press: “The first comes from James Madison at the end of the 18th century. In a republic, he said, where the people, not the government, possess the absolute sovereignty, the press must be free to inform the people about the merits and measures of public men.” The second came from Alexis de Tocqueville: “The hallmark of the American journalist is a direct and

coarse attack without any subtleties on the passions of his readers. He disregards principles to seize on people, following them into their private lives and laying bare their weaknesses and their vices,” Lewis said, and after a theatrical pause, noted the year these words were published: 1835.

The estate of Dr. Frank Stanton, former president of CBS, provided funding for the Salant Lecture, which is named in honor of his longtime friend and colleague, Mr. Richard S. Salant, a lawyer, media executive, ardent defender of the First Amendment and passionate leader of broadcast ethics and news standards.

Lewis earned his first Pulitzer for national reporting in 1955 and his second in 1963 for coverage of the Supreme Court. Lewis worked at the *New York Times* for many years, first as a deskman, then as a reporter, as London bureau chief, and as a columnist.



## Center Hosts Pre-conference for American Political Science Association

On August 27 the Shorenstein Center co-sponsored a conference with the Political Communication section of the American Political Science Association titled “Old Media, New Media: Political Communication in Transition.”

Panel topics ranged from comparative media to political engagement and social networking. A roundtable talk highlighted the

theoretical and methodological challenges of the new media environment, with Geoffrey Baym of UNC-Greensboro discussing sites such as Facebook and YouTube. In “Election Media,” chaired by Tom Fiedler of Boston University, Lindsay Neuberger and Hillary Shulman of Michigan State University reported their findings regarding Web traffic during the 2008 Iowa and New Hampshire primaries. Diana Owen of

Georgetown University looked at attack ads during the 2008 presidential race.

During lunch, Thomas Patterson of the Shorenstein Center spoke about the varying ways in which Barack Obama and Hillary Clinton were depicted in the media during the primaries. Participants enjoyed a reception in the Malkin Penthouse following the panels.

## Cash Prizes for the Goldsmith Awards Will Increase in 2009

The cash prizes for the Goldsmith Awards will increase in 2009, thanks to the continued generosity of the Goldsmith Fund of the Greenfield Foundation. In recognition of the narrow separation in the quality of submissions between the Goldsmith investigative-reporting finalists and the winner, the finalist cash prizes will increase from \$2,000 to \$10,000. The winner of the Goldsmith investigative reporting prize will receive \$25,000. In addition, the award for Goldsmith Book Prizes will increase from \$2,500 to \$5,000.

The Goldsmith Awards Program seeks to encourage a more insightful, spirited public debate about the interrelationship between government, politics and the

press. The program is funded by an annual grant from the Goldsmith Fund of the Greenfield Foundation. There are two types of prizes:

### The Goldsmith Prize for Investigative Reporting

The prize honors investigative reporting in a story or series of related stories that best promotes more effective and ethical conduct of government, the making of public policy, or the practice of politics. The winner receives \$25,000. The selection committee for the Goldsmith Investigative Reporting Prize will pay special attention to investigative reporting at small market newspaper, magazine,

radio or television stations that operate within the context of a community, and stand-alone new media groups.

### The Goldsmith Book Prizes

The book award consists of two categories—academic and trade—and a \$5,000 prize will be awarded to a book in each category. Books will be judged by how well they fulfill the objective of improving government through an examination of the intersection between press, politics and public policy.

The submission deadline for the Goldsmith Prizes is December 31, 2008. For more information, go to [shorensteincenter.org](http://shorensteincenter.org).

## Fall Series of Events Keeps the Shorenstein Center Buzzing

Throughout the school year the Shorenstein Center presents lectures and discussions in a variety of formats. Brown-bag lunches highlight speakers who share their expertise and experience with Kennedy School students. Fall 2008 has been no exception with guests ranging from a technology-company CEO to a Republican media consultant to a national newsmagazine's senior political analyst.

The season kicked off September 16 with a talk by *Time* magazine's **Mark Halperin** titled "The Home Stretch: The Candidates and the Media." At that point of the campaign McCain's pick of Sarah Palin was monopolizing news coverage and the economic meltdown had just begun. Halperin felt that the media was doing a poor job of serving the public — and that Barack Obama was being outmaneuvered.

Next up was **Alex Castellanos**, a fellow at the Institute of Politics who'd spent more than two decades working as a media consultant for Republican candidates. His September 23 talk was titled "The Unprecedented Political Developments of Campaign '08," and his take couldn't have been more different than



The *Sun-Times*' Lynn Sweet and Alex Jones.

Halperin's. Obama doesn't have a campaign, but a cause, Castellanos said. "And causes beat campaigns."

Two weeks later, the financial crisis was hitting hard when **Jed Horne**, metro editor of the *Times-Picayune*, gave his talk. The Bush Administration was seeking \$700 billion for Wall Street, even as reconstruction in New Orleans continued to lag. "Here we are, without capital infusion, without corporate support, attempting to rebuild a city."

September 30 featured a talk by **Paul Sagan**, president and CEO of Akamai, "Clever and Cool' Innovations on the Internet," then pollster **Peter Hart** weighed in with "Where We Are." In his October 1 talk, Hart discussed a survey his firm did of new and lapsed voters. Of those surveyed, Obama was supported by 61 percent and McCain 30 percent. "If you have a 30-point differential, you're talking about sizable numbers and important numbers," Hart said.

The brown-bag series continued with **Steve Grove**, head of news and politics at YouTube; **Lynn Sweet** of the *Chicago Sun-Times*; and **Elizabeth Spayd**, editor of *Washingtonpost.com*, who looked at the newsroom of the future.

The Election Day brown-bag was led by **Maralee Schwartz**, Visiting Edward R. Murrow Lecturer on the Practice of Press and Public Policy. Her talk, titled "The End of the Trail: What We Know," looked at what an Obama administration might look like. "It will try to be bipartisan, symbolically and operationally," Schwartz said.

Audio recordings of these discussions are available on [shorensteincenter.org](http://shorensteincenter.org).

## Shorenstein Center Faculty and Staff



**Alex S. Jones**, Director; Laurence M. Lombard Lecturer in Press and Public Policy

**Nancy Palmer**, Executive Director

**Matthew Baum**, Kalb Professor of Global Communication

**Robert J. Blendon**, Professor of Health Policy and Management

**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

**Luciana Herman**, Adjunct Lecturer in Public Policy

**Edith Holway**, Fellows and Programs Administrator

**Maxine Isaacs**, Associate

**Steve Jarding**, Lecturer in Public Policy

**Marion Just**, Associate

**Marvin Kalb**, Edward R. Murrow Professor of Practice emeritus

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

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**Alison Kommer**, Staff Assistant

**Heather McKinnon**, Staff Assistant

**Jonathan Moore**, Associate

**Pippa Norris**, Paul F. McGuire Lecturer in Comparative Politics

**Richard Parker**, Lecturer in Public Policy

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

**Maralee Schwartz**, Visiting Edward R. Murrow Lecturer on the Practice of the Press and Public Policy

**Camille Stevens**, Staff Assistant

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## Kennedy School Scholarships

If you are interested in applying to Harvard's Kennedy School of Government, please consider the following scholarship opportunities:

**Shorenstein Center Scholarship:** This is awarded to an individual who has been accepted as a student and wishes to study press, politics and public policy. Recipients are expected to work in journalism/communications for a nonprofit, government agency or political entity for three years after graduation.

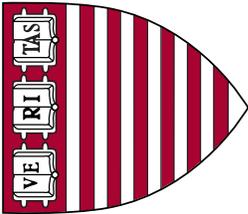


**William A. Starr Innovations Fellowship:** This fund was established to support students working to promote innovative solutions as leaders in journalism and public service. The fellowship will be awarded to a journalist in the MPP or MPA program

who demonstrates original thinking in policy analysis and public service.

**Lewis Freedman Scholarship for Broadcast Journalism/Frederick Roy Martin Scholarship:** The Freedman Scholarship encourages 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 funds support students interested in journalism.

Applicants should contact Stephanie Streletz, Associate Director of Student Financial Services, Kennedy School of Government, 79 JFK Street, Cambridge, MA 02138; 617-496-9078.



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