

Women and News: Expanding the News Audience, Increasing Political Participation, and Informing Citizens

A Conference sponsored by the
Joan Shorenstein Center on the Press, Politics and Public Policy

John F. Kennedy School of Government
Harvard University

PROGRAM

Thursday, November 29, 2007 (*Charles Hotel Pavilion, Kennedy Room, 1st Floor*)

6PM Welcome by Alex Jones. Cocktails and dinner.

Keynote speech by Ellen Goodman

Friday, November 30, 2007 (*Kennedy School, Taubman Building, Nye Conference Center, 5th Floor*)

9–10:30AM **Gender, Knowledge, the News, and Political Participation**

Moderator: Thomas E. Patterson. *Panelists:* Susan Carroll, Pippa Norris, Kay Schlozman, Sidney Verba

10:45AM–12PM **Women in the News Business and in the News Audience**

Moderator: Linda Douglass. *Panelists:* Rick Kaplan, Andrew Kohut, Sandy Rowe, Shelley Ross, Linda Wertheimer

12:15–1:30PM **Luncheon keynote speech by Arianna Huffington**

1:45PM–3PM **New Media, Old Media and Opportunities for Change**

Moderator: Marion Just. *Panelists:* Garance Franke-Ruta, Caroline H. Little, Robin Sproul

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PARTICIPANTS

Susan J. Carroll is Professor of Political Science and Women's and Gender Studies at Rutgers University as well as Senior Scholar at the Center for American Women and Politics (CAWP) of the Eagleton Institute of Politics. As senior scholar at CAWP, Carroll has coauthored several publications focusing on the recruitment and impact of women state legislators and members of Congress, including *Reshaping the Agenda: Women in State Legislatures*; *Women's Routes to Elective Office: A Comparison with Men's*; and *Voices, Views, Votes: The Impact of Women in the 103rd Congress*. Carroll has published many journal articles and book chapters focusing on women candidates, voters, elected officials, and political appointees. She is the author of *Women as Candidates in American Politics*; editor of *The Impact of Women in Public Office* and *Women and American Politics: New Questions, New Directions*; and coeditor of *Gender and Elections: Shaping the Future of American Politics*. A founder and former president of the Organized Section for Women and Politics Research of the American Political Science Association, Carroll's recent research examines gender and political representation and the role of gender in elections.

Linda Douglass is a contributing editor for *National Journal*. In December 2005 she retired from ABC News, where she worked for nine years as a correspondent in the Washington, DC, bureau. She became the network's congressional correspondent in 1998 and was named Chief Capitol Hill Correspondent in December 2000. During her 8 years on Capitol Hill, Douglass covered all of the major policy debates in Congress. Before joining ABC News, she covered politics and general assignment stories for CBS News. There Douglass reported for the political unit, where she established a feature focusing on campaign finance entitled "Follow the Dollar." Prior to joining CBS News in 1993, Douglass was an award-winning political reporter for KNBC-TV in Los Angeles. She provided in-studio analysis on election nights and anchored the award-winning weekly interview program, "News Conference." Douglass is the recipient of numerous awards, including the 2000 National Press Foundation's Everett Dirksen Award, for her coverage of Congress. In Spring 2007 Douglass was the first Kalb Fellow at the Shorenstein Center.

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 at *City Paper*, Washington D.C.'s alternative weekly newspaper. From 2004 to 2005, 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*, *Legal Affairs*, *Washington Business Forward*, *Utne Reader*, and *National Journal*. She graduated magna cum laude from Harvard College in 1997 and has lived in Mexico, New Mexico, and New York City. In the fall of 2006 she examined the representation of women in opinion journalism as a Fellow at the Shorenstein Center.

Ellen Goodman is a syndicated columnist at *The Boston Globe*, for the Washington Post Writers Group. 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. She has published many books, including six collections of her columns and *I Know Just What You Mean: The Power of Friendship in Women's Lives*, which she coauthored with Patricia O'Brien. She was awarded the Pulitzer Prize for Distinguished Commentary in 1980. In Spring 2007 Goodman was a Visiting Goldsmith Fellow at the Shorenstein Center.

Arianna Huffington is a nationally syndicated columnist and author of ten books, including *Picasso: Creator and Destroyer*; *Pigs at the Trough: How Corporate Greed and Political Corruption Are Undermining America*; and most recently, *On Becoming Fearless...in Love, Work, and Life*. She is the cofounder and editor-in-chief of the Huffington Post and co-host of the radio program "Left, Right & Center." Born in Greece, she joined the American political scene with her former husband, Congressman Michael Huffington. She graduated from Cambridge University with an M.A. in economics. In 2006 she was named to the *Time* 100, *Time* magazine's list of the world's most influential people.

Alex S. Jones is Director of the Joan Shorenstein Center on the Press, Politics and Public Policy and Laurence M. Lombard Lecturer in the Press and Public Policy at Harvard University's John F. Kennedy School of Government. He covered the press for *The New York Times* from 1983 to 1992 and was awarded the Pulitzer Prize in 1987. In 1991 he coauthored (with Susan E. Tifft) *The Patriarch: The Rise and Fall of the Bingham Dynasty*. In 1992, he left the *Times* to work on *The Trust: The Private and Powerful Family behind the New York Times* (also coauthored with Tifft). He has been a Nieman Fellow at Harvard, a host of National Public Radio's "On the Media," and host and Executive Editor of PBS's "Media Matters." Jones is on leave for the 2007–2008 academic year.

Marion Just is a Professor of Political Science at Wellesley College and a research associate at the Shorenstein Center. She is also a consultant to the Project for Excellence in Journalism and a member of the advisory board of the Reform Institute. A past president of the New England Political Science Association and the Northeastern Political Science Association, Professor Just received the American Political Science Association's Distinguished Career Award in Political Communication in 2007. Recently, Professor Just coauthored *We Interrupt This Newscast: How to Improve Local News and Win Ratings, Too*. She is coauthor of *Crosstalk: Citizens, Candidates, and the Media in a Presidential Campaign* and *Common Knowledge: News and the Construction of Political Meaning*. She has a B.A. from Barnard College, an M.A. from the Johns Hopkins University, and a Ph.D. from Columbia University.

Richard Kaplan is Executive Producer of the CBS Evening News. A journalist for over thirty years, Kaplan is the former President and General Manager of MSNBC. Previously, Kaplan served as Senior Vice President of ABC News, a position to which he was appointed after coordinating the network's news coverage of the war in Iraq. From 1997 to 2000, Kaplan was president of CNN-US. From 1979 to 1997, Kaplan held a variety of high level positions at ABC News. He served as Executive Producer for "World News Tonight" with Peter Jennings, "Primetime Live," "Nightline," "World News This Morning" and "Good Morning America." Kaplan joined ABC News in 1979 as a senior producer for "World News Tonight." He worked

on "The CBS Evening News" with Walter Cronkite from 1974 to 1979. He was the Visiting Lombard Lecturer and a Fellow at the Shorenstein Center from 2001 to 2002.

Andrew Kohut is the President of the Pew Research Center, Director of the Pew Research Center for the People & the Press, and Director of the Pew Global Attitudes Project. Prior to joining the Pew Research Center, Kohut was President of the Gallup Organization for ten years. He founded Princeton Survey Research Associates and served as Founding Director of Surveys for the Times Mirror Center before becoming its Director in 1993. A press commentator on the meaning and interpretation of opinion poll results, Kohut has served as a public opinion consultant and analyst for National Public Radio in recent elections. He has also written widely about public opinion for leading newspapers and magazines, as well as for scholarly journals including *The New York Times*, *Columbia Journalism Review*, and AOL News. In addition, Kohut has coauthored four books, among them *The Diminishing Divide: Religion's Changing Role in American Politics* and 2006's *America against the World*.

Caroline H. Little has been the Chief Executive Officer & Publisher of Washingtonpost.Newsweek Interactive since January 2004. Little joined WPNI in 1997 as General Counsel. She was promoted to Vice President of Administration and General Counsel in 1998, became Senior Vice President of Business Affairs and General Counsel in 1999, assumed the role of Chief Operating Officer in April 2000, and was named President in April 2003. Prior to joining Washingtonpost.Newsweek Interactive, Little was Deputy General Counsel at *U.S. News & World Report*, *The Atlantic Monthly*, and *Fast Company*. As General Counsel, she was active in negotiating agreements with online-service providers, licensing, multimedia syndication agreements, and other areas involving circulation and marketing of the magazines. An active member of both professional organizations and the charitable community in Washington, Little is a member of the Board of Governors for the D.C. Bar, an advisory board member for the Posse Foundation, and a board member for the Woolly Mammoth Theatre Company and the charitable group WEAVE (Women Empowered Against Violence).

Pippa Norris is the Paul F. McGuire Lecturer in Comparative Politics at the John F. Kennedy School of Government. Norris is a political scientist who focuses on democracy and development, public opinion and elections, political communications, and gender politics. She has recently returned from serving as the Director of Democratic Governance at the United Nations Development Program in New York. Norris has published many journal articles and three dozen books (many in translation), including *Framing Terrorism*; *Comparing Democracies 2*; *Electoral Change Since 1945*; *Women, Media, and Politics*; *Comparing Democracies*; *Women in Politics*; *British By-Elections*; and *Politics and Sexual Equality*. She has served on the executive committee of the American Political Science Association and the International Political Science Association, as a consultant to the UN, IDEA, UNESCO, the Council of Europe, NED, and UNDP, and held visiting appointments at many universities. She holds a B.A. in politics and philosophy from Warwick University and master's and doctoral degrees in politics from the London School of Economics.

Thomas E. Patterson is Acting Director of the Shorenstein Center and Bradlee Professor of Government and the Press at the Kennedy School of Government. His most recent book, *The*

Vanishing Voter, looks at the causes and consequences of declining electoral participation. His book on the media's political role, *Out of Order*, received the American Political Science Association's Graber Award as the best book of the decade in political communication. An earlier book, *The Unseeing Eye*, was named by the American Association for Public Opinion Research as one of the fifty most influential books on public opinion of the past half century. He also is author of *Mass Media Election* and two general American government texts: *The American Democracy* and *We the People*. His articles have appeared in *Political Communication*, *Journal of Communication*, and other academic journals, as well as in the popular press.

Shelley Ross was named Senior Executive Producer of CBS' "The Early Show" in September 2007. Ross' first job in television was NBC's "Tomorrow Show" with Tom Snyder, where she booked the first-ever interview with Charles Manson. Ross became a producer at NBC News in 1989, where she worked on the news magazine "Yesterday, Today, and Tomorrow" with Maria Shriver. From 1989 until 1998 she held several key positions at ABC's "PrimeTime Live," during which time she produced a series of groundbreaking Pentagon reports with Sam Donaldson and became a senior producer and then Executive Producer of Special Projects, West Coast. In May 2004 Ross became executive producer of ABC's "PrimeTime Live." Ross has received numerous awards throughout her career including three Emmy Awards, a Peabody Award and four New York Film Festival Golden Eagle Awards, among others. She is the author of a history book, *Fall From Grace: The History of Sex Scandal and Corruption from 1702 to the Present* and is the coauthor, with now-retired UCLA professor of clinical neurology Dr. Louis Rosner, of *MS: New Hope and Practical Advice for People with MS and Their Families*.

Sandy Rowe has been the Editor of *The Oregonian* for the last thirteen years. Under her leadership *The Oregonian* has won four Pulitzer Prizes, including the gold medal for public service. *The Oregonian* has been recognized as one of the best daily newspapers in the U.S., and Ms. Rowe was named Benjamin Bradlee Editor of the Year in 2003 by the National Press Foundation. From 1984 until April 1993 Ms. Rowe was Executive Editor and Vice President of *The Virginian-Pilot* and *The Ledger-Star*. She remained with the *Pilot* and *Ledger-Star* for twenty-two years. Ms. Rowe chairs the Knight Foundation Journalism Advisory Board and is a member of the Medill School of Journalism Board of Visitors at Northwestern University. She chairs the Board of Visitors of the Knight Fellowships at Stanford University and is a board member of the Committee to Protect Journalists. Ms. Rowe is a graduate of East Carolina University in Greenville, N.C.

Kay Lehman Schlozman has been a member of Boston College's Department of Political Science since 1974 and currently serves as J. Joseph Moakley Endowed Professor of Political Science. The winner of the American Political Science Association's 2004 Rowman and Littlefield Award for Innovative Teaching in Political Science, Schlozman teaches undergraduate and graduate courses in American politics. She has written numerous articles in professional journals and is Editor of *Elections in America* and coauthor of *Injury to Insult: Unemployment, Class, and Political Response* (with Sidney Verba); *Voice and Equality: Civic Voluntarism in American Politics* (with Sidney Verba and Henry E. Brady); and, most recently, *The Private Roots of Public Action: Gender, Equality, and Political Participation* (with Nancy Burns and Sidney Verba). Among her professional activities, she has served as Sec-

retary of the American Political Science Association and as Chair of the Association's organized section on Elections, Public Opinion, and Voting Behavior. She is the recipient of the American Political Science Association's 2006 Frank Goodnow Award for Distinguished Service to the Profession of Political Science. Schlozman has a B.A. from Wellesley College and an M.A. and Ph.D. from the University of Chicago.

Robin Sproul, Vice President and Washington Bureau Chief of ABC News, is a Kalb Fellow at the Shorenstein Center. Responsible for the editorial supervision and management of the network's bureau, Sproul oversees news coverage of all Washington beats and serves as the network's liaison to the federal government on news policy matters. Sproul has earned broadcasting honors for her contributions to the planning and production of local and national news coverage. A member of the Washington, D.C., Newseum Advisory Committee, Sproul has also served as President and Vice President of the board of the National Press Foundation. At the Shorenstein Center Sproul is investigating an economic and editorial model for the future of exit polling.

Sidney Verba is Harvard's Carl H. Pforzheimer University Professor. From 1984 until 2007 he was Director of the Harvard University Library. Professor Verba spearheaded Harvard's partnership with Google to digitize thousands of books in the public domain. At Harvard, Professor Verba has been Chair of the Department of Government, Associate Dean of the Faculty for Undergraduate Education, Associate Provost, and Chair of the Board of Directors of the Harvard University Press. In addition, Professor Verba is an award-winning author of over twenty books, including *The Private Roots of Public Action: Gender, Equality, and Political Participation*, and numerous articles on American and comparative government. Much of his writing is on the role of citizen engagement and activism in a democracy, with an emphasis on issues of equality in American political, social, and economic life. Professor Verba received his B.A. from Harvard and his Ph.D. from Princeton. He has taught at Princeton, Stanford, the University of Chicago, and at Harvard for over thirty years.

Linda Wertheimer is National Public Radio's Senior National Correspondent and has had a three-decade-long career with NPR. Before her current post, Wertheimer spent thirteen years as a host of NPR's news magazine, "All Things Considered." She joined NPR at the network's inception in 1971. From 1974 to 1989, she covered national politics and Congress, serving as Congressional and then National Political Correspondent. Prior to joining NPR, Wertheimer worked for the BBC in London and for WCBS Radio in New York. She is the author of *Listening to America: Twenty-five Years in the Life of a Nation as Heard on National Public Radio*, which celebrates NPR's history.

The Joan Shorenstein Center on the Press, Politics and Public Policy is a research center at Harvard University's John F. Kennedy School of Government. It was established in 1986 to promote a greater understanding of the media by public officials, to improve coverage by media professionals of government and politics, to better anticipate the consequences of public policies that affect the media and the First Amendment, and to increase knowledge about how the media affect our political processes and governmental institutions. The Center includes a faculty of scholars and practitioners who, through their research and teaching programs, are creating a body of knowledge about the press, politics and public policy in theory and in practice.

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