



HARVARD Kennedy School

JOAN SHORENSTEIN CENTER
on the Press, Politics and Public Policy

Fall 2012

Politics as Theater

A lively conversation before the first Presidential Debate



Alex Jones, Aaron Sorkin, Sen. Al Simpson, Kathleen Hall Jamieson, and Chuck Todd. Photography by Jensen Sutta.

The Shorenstein Center hosted an event before the first Presidential Debate in Denver. The panel discussion featured **Aaron Sorkin**, Academy and Emmy Award winning screenwriter, producer and playwright; **Alan K. Simpson**, former U.S. Senator (R-Wyoming); **Kathleen Hall Jamieson**, Elizabeth Ware Packard Professor of Communication and Director of the Annenberg Public

Policy Center at the University of Pennsylvania; and **Chuck Todd**, Chief White House Correspondent for NBC News. Shorenstein Center Director **Alex S. Jones** moderated the discussion. The event was livestreamed on the web and reached an ultimate audience of several hundred thousand people through social media.

See page 3 for more information and photos from the event.

Fall 2012 Fellows

The Shorenstein Center's Fall Fellows and Visiting Faculty for 2012 include **Tara McKelvey**, *Newsweek* and *The Daily Beast*; **Matthew Nisbet**, American University; **Joshua Partlow**, *The Washington Post*; and **Kathleen Reen**, Internews. **Susan Crawford** continues as the Visiting Stanton Professor of the First Amendment.

"This fall we have an outstanding group of fellows and visiting faculty representing both broad experience and cutting-edge



work and scholarship," said Alex Jones, the Center's director.

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

See page 4 for complete bios of the Fellows.

Anne-Marie Slaughter Argues Open Government, Free Press



The fifth-annual Richard S. Salant Lecture on Freedom of the Press was delivered on October 10, 2012, by Anne-Marie Slaughter, Bert G. Kerstetter '66 University

Professor of Politics and International Affairs at Princeton University. From 2009–11 she served as Director of Policy Planning at the U.S. Department of State. She was Dean of Princeton's Woodrow Wilson School of Public and International Affairs (2002–9) and taught at Harvard Law School (1994–2002). She is also the author of the most popular article ever published in *The Atlantic* magazine, "Why Women Still Can't Have It All" (July/August 2012).

In her speech, Slaughter said that "the real divide between governments in the 21st century is not between democracies and non-democracies, it's between open versus closed. Open governments versus closed governments. That's the axis of difference." The principles of open government, she said, are transparency, participatory government and accountability. Transparency, she said, means more than just available information—it means "providing useable information." Governments should be participatory "in the sense of actually enabling your citizens to engage with you equally," she continued. And accountability means that government is "honest in the sense that you have no secret channels of influence."

Visit shorensteincenter.org for the video and transcript.

NYT's David Brooks Delivers Theodore H. White Lecture: "Election 2012: The Big Questions"



Photography by Martha Stewart.

David Brooks delivered the 23rd annual Theodore H. White Lecture on Press and Politics on November 15, 2012, in the John F. Kennedy Jr. Forum. Brooks has been a *New York Times* Op-Ed columnist since September 2003 and is a commentator on PBS's *NewsHour*. He has been a senior editor at *The Weekly Standard* and a contributing editor at *Newsweek*. He is the author of several books including *Bobos in Paradise*, *On Paradise Drive* and *The Social Animal*.

Cynthia Tucker Receives Nyhan Prize



The 2012 David Nyhan Prize for Political Journalism was given to Cynthia Tucker, Pulitzer Prize-winner and columnist for Universal Press Syndicate. The prize

was awarded before the Theodore H. White Lecture on Press and Politics on November 15, 2012, at the John F. Kennedy Jr. Forum.

Supporting Students at the Shorenstein Center

For the academic year of 2012-13, the Shorenstein Center will contribute over \$120,000 in scholarships. We are delighted to be able to support Kennedy School students in this way. In addition, in 2011-12 the Center hired 22 students as research assistants, gave financial support to the *Citizen* newspaper and various student policy journals, funded the Lithgow Summer Internship, facilitated the News21 internship, paid for two HKS students to enroll in Jonathan Zittrain's HLS/Stanford course, supported six PAE projects and brought a dozen HKS students to New York City for the Personal Democracy Forum conference on politics and technology in June. The Center also co-sponsored several events with student groups, hosted a dinner for students to meet with leaders in new technology following a panel discussion on SOPA/PIPA legislation and worked closely with the student group Tech4Change on their tech survey and other initiatives.

Congratulations to the Shorenstein Center's 2012-2013 Scholarship Recipients!

Adrian Arroyo
Paige Austin
Diane Chang
Leora Falk
Inessa Lurye
Rohit Malhotra
Valentine Mary-Chamoin

Effie-Michelle Metallidis
Kristina Redgrave
Alexander Remington
Luis Capelo Sarmiento
Hanna Siegel
Alexi White

Communications Workshops

- The Elevator Pitch for Policy Makers
 - 5 Secrets of Powerful Public Speakers
- To Blog or Not to Blog
- Writing Longer Papers
- Using Social Media to Launch Your Campaign or Organization
- How to Use Social Media Analytics
- Powerful Storytelling with a Video Camera: Basic Principles
- 16 Rules of Writing Email
- On Camera Interview Basics
- How to Interview and Be Interviewed



Jeff Seglin chats with students at an Open House.



Nicco Mele describes his class, "Understanding the Internet for Politics and Policy."


Politics as Theater


Video, recaps and photos from the event are available at <http://shorensteincenter.org/2012/10/politics-as-theater/>

Debating debates, facts, truth, and appearances of presidential campaigns


Around 120 journalists, political experts and students attended the event in Denver, CO, but nearly 13,000 people have viewed it online through the Shorenstein Center website, and the Harvard channels on YouTube and iTunes. In addition, several hundred thousand people were connected to the event through social media such as Twitter. News around the event was broadcast through Twitter by a host of influential journalists, political observers and institutions. Alex Jones, Shorenstein Center Director, wrote an article advancing the event in the *Huffington Post*, and Lois Romano reported on it in *Politico*. These publications pushed the content and theme to tens of thousands of additional people.



 Kathleen hall jamieson, aaron sorkin AND chuck todd in one room? Too good to be true! #debates RT @ShorensteinCtr: new.livestream.com/shorenst...
Diane S. Chang

 People are thirsting for the truth and all they are getting is bs and mush - senator al Simpson @ShorensteinCtr
Kristina



 "This country needs, and frankly deserves, a level of debate much higher than what we are getting." - Aaron Sorkin (new.livestream.com/shorenst...)
Relations & Affairs

Thanks to the generosity of the Shorenstein family that made the event possible!

FALL FELLOWS



TARA MCKELVEY is a correspondent for *Newsweek* and *The Daily Beast*. She has written for *The New York Times Book Review*, *Marie Claire*, and *The American Prospect*. McKelvey was awarded a Guggenheim Fellowship in 2011

in General Nonfiction. She is the author of *Monstering: Inside America's Policy of Secret Interrogations and Torture in the Terror War* and has been a contributor to two other books, *New Threats to Freedom* and *The Impact of 9/11 and the New Legal Landscape*. She taught a course on National Security and the Media at Georgetown University's School of Foreign Service. For her investigative work on national security, she has received support from Northwestern University's Carnegie National Security Journalism Initiative and the Alicia Patterson Foundation. As a Fellow at the Shorenstein Center, McKelvey will be writing about the relationship between the media and U.S. covert operations.



MATTHEW NISBET is an associate professor of communication and director of the Climate Shift Project at American University. He has written over 50 studies, book chapters and monographs

examining the communication dynamics of policymaking and public affairs, focusing on science, the environment and public health. Nisbet has been named a Health Policy Investigator at the Robert Wood Johnson Foundation and is an inaugural member of the Google Science Communication Fellows program. He writes and edits the Age of Engagement blog at Big Think. Nisbet holds a Ph.D. and M.S. in Communication from Cornell University. He has an undergraduate degree in government from Dartmouth College. Nisbet's research project at the Shorenstein Center will focus on journalists in the climate debate.



JOSHUA PARTLOW is a foreign correspondent for *The Washington Post*. Between 2009 and 2012, he was the paper's Kabul bureau chief. Before going to Afghanistan, he worked as the *Post's* correspondent in South America, based

in Rio de Janeiro, and as a correspondent in Iraq. Partlow joined *The Washington Post* in 2003. He was on the financial desk and later worked for the metro section covering the Maryland suburbs as a general assignment and police reporter. In 2010, Partlow and his *Post* colleague Rajiv Chandrasekaran won an Overseas Press Club award for the best newspaper or news service reporting from abroad for their series on the war in Afghanistan. He has masters degrees in international affairs and in journalism from Columbia University, and earned his undergraduate degree in environmental sciences and policy from Duke University. While a Fellow at the Shorenstein Center, he will write a paper about the U.S. media strategy in Afghanistan.



KATHLEEN REEN is a vice-president at Internews, an international non-profit organization that seeks to empower local media worldwide. She leads the development, design and implementation of their media and

information programs across Asia, global Internet initiatives, and environmental programs. Reen has a background as a journalist and documentary film producer in Eastern and Southern Europe and Southeast Asia. Reen was named a Young Global Leader by the World Economic Forum, is an Asia 21 Global Fellow of the Asia Society, and serves on several boards, including the Indonesian Media Law and Policy Center, the Earth Journalism Network, and the International Center for Communication and Development. While a Fellow at the Shorenstein Center, she will examine the relationship between international development, the media, and the global Internet.

Photography by Martha Stewart.

VISITING FACULTY



SUSAN CRAWFORD is the Visiting Stanton Professor of the First Amendment at the Kennedy School and a Visiting Professor at Harvard Law School. She is a professor at Cardozo Law School in New York City and a columnist for *Bloomberg View* and *Wired*. She served as Special Assistant to the President for Science, Technology, and Innovation Policy (2009) and co-led the FCC transition team between the Bush and Obama administrations. Crawford was formerly a professor at the University of Michigan Law School. She is one of Fast Company’s Most Influential Women in Technology (2009); an IP3 Awardee (2010); and one of *Prospect* magazine’s Top Ten Brains of the Digital Future (2011). Crawford received her B.A. and J.D. from Yale University. She served as a clerk for Judge Raymond J. Dearie of

the U.S. District Court for the Eastern District of New York. Her new book, *Captive Audience*, will be published in 2013. She is teaching a Kennedy School course entitled “Solving Problems Using Technology.”



Shorenstein Center Staff Wins Dean’s Award

Congratulations to the Shorenstein Center staff, winners of the Dean’s Award “in recognition of outstanding contributions to the School” for the Center’s 25th anniversary events!

In October 2011, the Shorenstein Center mounted an extraordinary celebration to mark its 25th anniversary. The event involved an innovative conference format, featured leaders in new media and government, and a nation-wide contest for the best two-minute video about the future of the news.

A highlight of the celebration was the complicated live-streaming of the event with live Twitter and Facebook updates, Storify reporting and more. The event was fully digital, streamed and promoted in ways that were new and precedent breaking for Harvard Kennedy School.

The award was presented by David Ellwood, HKS Dean, in June 2012.

Fall 2012 Courses Digital Media/Politics Communications

- Digital**
- Understanding the Internet for Politics and Policy
NICCO MELE, Adjunct Lecturer in Public Policy
- Solving Problems Using Technology
SUSAN CRAWFORD, Visiting Stanton Professor
- Understanding the Internet for Politics and Policy
NOLAN BOWIE, Adjunct Lecturer in Public Policy
- Communications**
- Advanced Intensive Writing: Columns and Opinion Writing
JEFFREY SEGLIN, Lecturer in Public Policy
- The Arts of Communication
MARIE DANZIGER, Lecturer in Public Policy
- The Arts of Communication
TIMOTHY MCCARTHY, Adjunct Lecturer in Public Policy
- Policy Writing for Decision-makers
LUCI HERMAN, Lecturer in Public Policy
- Introduction to Writing for Policy and Politics
Advanced Intensive Writing for Policy and Politics
GREG HARRIS, Adjunct Lecturer in Public Policy
- Media/Politics**
- Seminar: Democracy, Politics and Institutions (full year)
THOMAS E. PATTERSON, Bradlee Professor of Government and the Press
- Running for Office and Managing Campaigns
The Making of a Politician
STEVE JARDING, Lecturer in Public Policy
- Organizing for Power: Using Technology to Translate Passion into Policy
GINA GLANTZ, Adjunct Lecturer in Public Policy
- Challenges of Democratization
Global Challenges of Electoral Integrity
PIPPA NORRIS, Paul. F. McGuire Lecturer in Comparative Politics
- Religion, Politics, and Public Policy
RICHARD PARKER, Lecturer in Public Policy

Fall Speaker Series



"Changing the Ratio: Why Should You Care?"

RACHEL SKLAR

Founder, Change The Ratio to increase the number of women in tech; media writer and social media entrepreneur.



"The Effects of Social Media on Politics, Brands and Traditional Media."

RORY O'CONNOR

Filmmaker and journalist and author of *Friends, Followers and the Future: How Social Media are Changing Politics, Threatening Big Brands, and Killing Traditional Media*

"The Cost of Secrecy: What the Post-9/11 Decade Teaches Us About the Media and Government."

DANA PRIEST

National security reporter, *The Washington Post*



"Learning from Google."

STEVEN LEVY

Senior writer, *Wired* magazine; author of *In the Plex*.



"How Syrian Activists and Rebels Have Redefined Social Media to Change Society."

DEBORAH AMOS

Middle East correspondent, NPR



"The 2012 Presidential Campaigns: Big Election, Small Campaigns."

ALEX CASTELLANOS

Political media consultant

Journalist's Resource Engages Broader Readership, Expands Syllabi

By John Wihbey, Managing Editor

Web traffic and attention for Journalist's Resource.org, the Shorenstein Center's ongoing project to promote the wider use of research in the media, has continued to grow in 2012. The site now regularly sees more than 1,000 visitors a day – accumulating some half-million page views over the past 12 months – and its contents are being used in an estimated 200 journalism schools across the country. In addition, the project's weekly email list has been expanded to include many thousands of working journalists, and the Journalist's Resource staff regularly fields inquiries from media members eager for more

tools and deeper research. The project's central database now harnesses insights from more than 1,000 academic studies, government reports and think tank papers.

The site continues to produce original educational materials, and in recent months former Shorenstein Fellows David Yepsen, Trudy Lieberman and Seth Mnookin have assisted the project in writing syllabi on reporting about politics, science and health care.

The project's team exhibited at both the Investigative Reporters & Editors (IRE) and AEJMC conferences over the sum-



2011-12 JR graduate student researchers.

mer; and staff are now presenting directly to journalism instructors and students at various colleges and universities. The staff continues to refine and expand the site's offerings in order to best serve both working media professionals and journalism education classrooms. Planned upcoming innovations will focus on data journalism and further mobile features.

journalistsresource.org | [@journoresource](https://twitter.com/journoresource) | facebook.com/journalistsresource



Faculty and Staff

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

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NOLAN BOWIE, Adjunct Lecturer in Public Policy

SUSAN CRAWFORD, Visiting Stanton Professor of the First Amendment

MARIE DANZIGER, Lecturer in Public Policy

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LUCIANA HERMAN, Lecturer in Public Policy

EDITH HOLWAY, Events and Fellows Program Director

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MARVIN KALB, Edward R. Murrow Professor of Practice Emeritus (Washington)

ALEX KEYSSAR, Matthew W. Stirling Jr. Professor of History and Social Policy

LEIGHTON W. KLEIN, Web Journalist

ALISON KOMMER, Faculty Assistant & Program Coordinator

KRISTINA MASTROPASQUA, Faculty & Program Assistant

NICCO MELE, Adjunct Lecturer in Public Policy

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

JEFFREY SEGLIN, Lecturer in Public Policy; Director, Communications Program

JANELL SIMS, Communications Manager

MARGARET WEIGEL, Web Journalist

JOHN WIHBEY, Managing Editor, Journalist's Resource

ASSOCIATES Maxine Isaacs, Marion Just, Jonathan Moore, Daniel Okrent, Nguyen Anh Tuan

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