



**COVERING GLOBALIZATION  
Spring Seminar 2005  
March 31-April 3**

**The Workshop Agenda**

**Thursday, March 31: INTRODUCTION TO COVERING GLOBALIZATION**

- 8:30 am Registration, Pulitzer World Room
- 9 am Breakfast and Welcome **Arlene Morgan**, Associate Dean, Programs and Prizes, Graduate School of Journalism.
- 9:15 am Course Overview and General Business  
**Jane M. Folpe**, Assistant Director, Programs and Prizes, Graduate School of Journalism; **Anya Schiffrin**, Director of Journalism Programs, Initiative for Policy Dialogue.
- 10:30 am – 11 am **Introductory Lecture: “Covering Globalization” by Anya Schiffrin**, Director of Journalism Programs, Initiative for Policy Dialogue.
- 11 am – 11:45 am **Keynote Speech: “Introduction to Globalization” by Joseph Stiglitz**, Recipient of the 2001 Nobel Prize in Economics; Executive Director and Co-Founder, Initiative for Policy Dialogue; joint professorship at Columbia's Graduate School of Business, Department of Economics and School of International and Public Affairs.
- Noon – 1:30 pm **Lunch and Extended Q & A with Joseph Stiglitz.**

- 2 pm – 4pm                   **“Global Economic Issues: What is Missing?”** by **Mark Weisbrot**, co-Director of the Center for Economic and Policy Research, an independent, non-partisan think tank in Washington, D.C. “Some of the most important economic issues often receive little or no attention, or are misreported in the press. For example, over the last 25 years there has been a dramatic slowdown in economic growth in the vast majority of developing countries. This is especially true for Latin America, where per capita GDP has hardly grown at all since 1980. Also, opposing sides on global economic issues are often seen as "free trade" vs. "protectionism" or "free market" vs. state intervention; yet these roles are often reversed, and most "free trade" agreements also impose very costly forms of protectionism. Greater clarity on these and other vital economic issues would greatly benefit both policy-makers and the general public.”
- 4:15 pm -6 pm               **Smarter Surfing: Better Use of Your Web Time** with **Sreenath Sreenivasan**, New media professor, Columbia Graduate School of Journalism.

**Friday, April 1: HOW TO COVER LABOR ISSUES**

As multinationals continue to expand overseas, labor issues have become a major topic for journalists. The question of labor standards, as well as what responsibilities U.S. companies and their foreign subcontractors have abroad, has become increasingly explosive, as the widespread boycott of Nike and the controversies over Liz Claiborne and Exxon have shown.

**The sessions on labor will include a briefing on the key issues and a discussion of some of the pitfalls of covering these complicated disputes.**

- 8:30 am                      Continental Breakfast
- 9 am – 10:30 am           **The Key Issues: “Human Rights and Multinational Corporations”** with **Mila Rosenthal**, Director, Business and Human Rights Program, Amnesty International USA; **Amy Hall**, Social Consciousness Director, Eileen Fisher; and **Ashwini Sukthankar**, Director of Investigations and Research at Worker Rights Consortium.
- The panel will address the legal and social human rights obligations of multinational companies. The focus will be on the apparel and footwear industries and the role of multinational companies in taking responsibility for labor conditions in their supply chains, including voluntary efforts by some U.S. companies to monitor labor conditions in their contracting factories.

Noon – 2:30 pm

**Newsmaker lunch** on “**Making Globalization Work for All: Peace Security, and Environmental Sustainability**” with **Jeffrey Sachs**, Director, Earth Institute at Columbia University; Quetelet Professor of Sustainable Development; a professor of health policy and management; and Special Advisor to UN Secretary General Kofi Annan.

The war in Iraq sidetracked the world from critical issues of poverty alleviation and environmental sustainability. The year 2005 is critical to getting back on track. In September 2005, world leaders will come to the United Nations to assess the results of the Millennium Declaration, and to find ways to get the Millennium Development Goals back to the forefront of public concern and attention. Prof. Sachs will discuss the prospects for a serious globally coordinated attack on extreme poverty, disease, and environmental degradation, and will discuss the shared responsibilities of the rich and poor countries and international institutions in such an effort.

2 pm – 4 pm

**Panel Discussion** on “**Covering the World Bank.**” Penetrating the bureaucracy of the World Bank is a vital part of covering global economic issues since the Bank is involved in everything from giving advice on privatization and banking rescues to providing assistance on trade and macroeconomic policy. **Abid Aslam**, who covered the World Bank for the Interpress News Service, will discuss how the Bank works and who reporters need to talk to get the right information. **Toby McIntosh**, a reporter for Freedominfo.org and managing editor, BNA Inc., Daily Report for Executives, will outline which documents the bank is legally obliged to disclose for the many different projects they are involved in around the world. To be moderated by **Anya Schiffrin**.

**Saturday, April 2: TRADE AND DEVELOPMENT**

Trade has become an increasingly controversial subject. The demonstrations in Cancun in September, 2003 are only the latest manifestation of global dissatisfaction with current trade agreements. The aim of this session is to look at some of the most important topics of trade and development to see where the story is going. Reporters will also learn about the challenges facing countries with resource wealth.

**The session on free trade will cover the basic issues and give reporters tips for what to look out for when assessing the trade agreements now on the negotiating table.**

- 8:30 am Continental Breakfast
- 9 am – 11:30 am **“The Shifting Debate on International Trade”** with **Robert Howse**, professor of Law at the University of Michigan and **Krishna R. Urs**, Director of the Office of Economic Policy and Summit Coordination in the Bureau of Western Hemisphere Affairs, U.S. State Department.
- Noon – 1:30 pm **“Corporate Responsibility in Conflict Zones”** with **Bennett Freeman**, Managing Director, Corporate Responsibility, Burson-Marsteller and former Deputy Assistant Secretary of State for Democracy, Human Rights and Labor in the Clinton Administration.
- 1:45 pm – 4:30 pm **“How To”** session with **Jocelyn Zuckerman**, articles editor at *Gourmet*; **Alwyn Scott**, *Seattle Times* business reporter and **Andrea Gurwitt**, *Herald News* (New Jersey) reporter. Reporters will be asked to provide one good story, series or project to distribute to students beforehand. The audience should be ready to ask questions of the panelist/s. Journalists should come equipped with a list of tips and advice to give out to participants. What worked for them in getting sources, getting reluctant people to speak? How did they handle language and culture barriers? What kinds of pitfalls exist when covering labor disputes? How does a reporter deal with conflicting accounts of a situation? How can elements like the political backdrop change the story? This session will be moderated by **Arlene Morgan**.

AGENDA as of March 25, 2005

**Sunday April 3: DEBT AND OUTSOURCING**

8:30 am Continental Breakfast

9 am –10 am **“Debt and Emerging Markets”** with **Shari Spiegel**, Director, Initiative for Policy Dialogue. **Spiegel** will discuss whether current debt levels are sustainable and the prospects for emerging market debt.

10:15 am –11:30 am **“Below the Outsourcing Boom: The True State of Entrepreneurship in Bangalore”** with Columbia Business School Professor **Amar Bhide** and others.

11:30 am –Noon **Evaluations (15 minutes) and wrap-up** with **Jane Folpe**, Assistant Director, Programs and Prizes, Graduate School of Journalism; and **Anya Schiffrin**, Director of Journalism Programs, Initiative for Policy Dialogue.