



**COVERING GLOBALIZATION
Spring Seminar 2006
March 30-April 2**

**A Special Program Sponsored by the
Columbia University Graduate School of Journalism
and the Initiative for Policy Dialogue**

Nobel Laureate Joseph Stiglitz will again lead a four-day seminar for journalists on “**Covering Globalization**” at the Columbia University Graduate School of Journalism in March. This seminar will help strengthen the economic literacy of working journalists and better equip them to produce knowledgeable and accurate work about global economic issues in a fast-changing world.

Journalists will learn about the different elements of globalization—including development, corporate social responsibility, trade and bailouts—from the experts. Renowned academics, NGO representatives and former government officials will discuss the current debates and offer practical advice on coverage. Senior journalists will help facilitate the discussions. The participants also will be introduced to a www.journalismtraining.net --a web-based resource that offers information on key issues of globalization. The agenda features a number of prominent Columbia faculty members, including Nobel Laureate Joseph E. Stiglitz and Earth Institute Director Jeffrey Sachs.

Please note that times of some of the sessions may change. All events take place in the Lecture Hall, which is located on the third floor of the Journalism School (116th Street and Broadway).

The Workshop Agenda

Thursday, March 30: INTRODUCTION TO COVERING GLOBALIZATION

- 8:30 am Registration, Lecture Hall, 3rd floor
- 9 am Breakfast and Welcome **Jane M. Folpe**, Assistant Programs and Prizes, Graduate School of Journalism.
- 9:15 am Course Overview and General Business. **Jane M. Folpe**, Associate Director, Professional Education, Graduate School of Journalism; **Anya Schiffrin**, Director of Journalism Programs, Initiative for Policy Dialogue and co-director of the communications and media program at Columbia University's School of International and Public Affairs.
- 9:45 am – 10:30 am **Introductory Lecture: “Covering Globalization”** by **Anya Schiffrin**, director of Journalism Programs, Initiative for Policy Dialogue.
- 11:00 am – 12:30 pm **“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.
- 1pm - 2:30pm **Newsmaker Lunch:** Development economist **William Easterly** will speak about his new book **The White Man's Burden: Why the West's Efforts to Aid the Rest Have Done So Much Ill and So Little Good.**
- 3 pm – 4:30pm **Keynote Speech: “Introduction to Globalization”** by **Joseph E. Stiglitz**, Recipient of the 2001 Nobel Prize in Economics; former World Bank chief economist currently Executive Director of the Initiative for Policy Dialogue and University Professor at Columbia University.

Friday, March 31:

- 8:30 am Continental Breakfast
- 9 am – 10:30 am **“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 met at 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.
- 10:45 am -12 pm **Tunku Varadarajan**, OpEd editor of *The Wall Street Journal*, will speak on **“What on Earth is the World?”**
- 12 pm -1:30 pm Newsmaker lunch with **R. Glenn Hubbard**, Dean of the Columbia Graduate School of Business. Hubbard will speak on **“Prospects for the World Economy in 2006”**.
- 2 pm – 4pm **Smarter Surfing for Journalists Workshop** with Prof. **Sree Sreenivasan**, dean of students at Columbia University’s Graduate School of Journalism. Taken by more than 10,000 journalists in eight countries, this fast session is intended to make better use of journalists’ web time. Tips to improve Internet research and find out what journalists need on deadline. Also featuring: "Figuring Out Blogs & Whatever's Next" - the best blogs FOR and BY writers and how journalists can join the blogging revolution as consumers and/or creators of blogs - and how to make sense of all the other new technologies (podcasts, wikis, etc) changing the journalism business.

Saturday, April 1:

- 9 am Continental Breakfast
- 9:30 – 11:30 am **Panel Discussion on “Facing the Challenge of China and India”** moderated by **Robert Friedman**, International Editor, *Fortune*. Panelists to include journalist and author **Suketu Mehta**, journalist and author **Sheridan Prasso**, **Joydeep Mukherji**, a sovereign credit analyst at Standard & Poor’s, **Daniel H. Rosen**, Visiting Fellow with the Institute for International Economics (IIE) in Washington, DC and economist **Pieter Bottelier** who is a Visiting Associate Professor at the School of Advanced International Studies (SAIS) of Johns Hopkins University.
- Noon –1:30 pm **“Corporate Responsibility in Conflict Zones”** with **Eric Biel**, Deputy Washington Director and Senior Counsel, Human Rights First.
- 2 pm – 4 pm **“Covering Agriculture, Trade and Development”** with **Elizabeth Becker**. Becker, the former *New York Times* trade correspondent, will look at how farmers, politicians and agribusiness are responding to pressure to reform subsidies and other government support to agriculture. Becker was senior foreign editor at National Public Radio and began her career at *The Washington Post*.

Sunday April 2:

8:30 am

Continental Breakfast

9 am –11:30 am

How-To Session with **Jocelyn Zuckerman**, senior articles editor at *Gourmet*; **Alwyn Scott**, *Seattle Times* business reporter and **Andrea Gurwitt**, *Herald News* (New Jersey) reporter. What kinds of pitfalls exist when covering globalization stories? How does a reporter deal with conflicting accounts of a situation? How can elements like the political backdrop change the story? What worked for them in getting sources? How did they handle language and culture barriers? This session will be moderated by Associate Dean for Prizes and Programs **Arlene Morgan**.

11:30-noon

Evaluation (15 minutes) and **wrap-up** with **Jane Folpe**, Associate Director, Professional Education, Graduate School of Journalism; and **Anya Schiffrin**, Director of Journalism Programs, Initiative for Policy Dialogue.