



**COVERING GLOBALIZATION
Spring Seminar 2004
March 25–28**

**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 labor issues, free trade, resource wealth and bailouts — from the experts. Academics, World Bank officials, NGO and corporate representatives will offer practical training sessions. Journalists, experienced in covering these issues, will help facilitate the discussions. The participants also will be introduced to 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 Stiglitz and Earth Institute Director Jeffrey Sachs.

The agenda, presented below, represents a working draft of the program. While some of the lecturers may change, the content substance is firm.

The Workshop Agenda

All sessions will take place in the Lecture Hall, 3rd floor Journalism

Thursday, March 25: INTRODUCTION TO COVERING GLOBALIZATION

8:30 am **Registration, Lecture Hall**

9 am **Breakfast and Welcome**
Arlene Morgan, Assistant Dean, Continuing Education and
Technology, Graduate School of Journalism.

- 9:15 am **Course Overview and General Business**
Jane M. Folpe, Program Coordinator, Graduate School of Journalism; **Anya Schiffrin**, Director of Journalism Programs, Initiative for Policy Dialogue
- 10:15am – 10:45am **Introductory Lecture: “Covering Globalization” by Anya Schiffrin**, Director of Journalism Programs, Initiative for Policy Dialogue.
- 11am – 12:15 pm **“Beyond the Washington Consensus” with William Easterly**, a former senior advisor in the Development Group at The World Bank and a professor of economics at New York University. Easterly is also the author of The Elusive Quest for Growth.
- Commentators today notice (and some advocate) a “new imperialism” made up of peacekeeping, mediation of wars, military intervention, nation building, trade policy, and foreign aid all with the aim of promoting economic and political “development” in poor countries. Is this really just a modern version of the “white man’s burden” and what is the evidence on how effective these interventions are in promoting development?
- 12:30 pm – 1:30 pm **Lunch discussion on “Covering Labor Issues at Wal-Mart” with Liza Featherstone**, author of Students Against Sweatshops: The Making of a Movement (Verso). Featherstone is currently working on a book about Wal-Mart.
- 2pm – 4pm **The Hazards of Resource Wealth**
The war in Iraq has brought renewed interest in oil and with it, a renewed debate on how the country’s oil revenues will be used. In fact, most developing countries that have had oil are worse off than countries that have not. Managing oil wealth is a challenge for developing and transition countries that are lucky enough to have these resources. Nations need to decide how they can deal with influxes of large revenues without producing distortions of income inequality, corruption, misallocation of resources, and macroeconomic imbalances such as high inflation and low growth.
- Panel discussion with **Jenik Radon**, adjunct at Columbia University, **Svetlana Tsalik**, Director, Caspian Revenue Watch and **David Nissen**, Director, Program in International Energy Management and Policy, **Arvind Ganesan** of Human Rights Watch. To be moderated by **Anya Schiffrin**.

Friday, March 26: 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, Environment and Human Rights Program, Amnesty International USA and **Jenik Radon** and other speakers to be confirmed.
- 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.
- 10:30 am – Noon **Presentation** by **Elliot Schrage**, a consultant to large companies who wish to improve their record on labor issues. **Schrage** is an adjunct professor at the Columbia Business School.
- Noon – 2:30 pm **Newsmaker lunch** on **“The New Washington Consensus and Expected Policy Changes”** 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 discussion about globalization has shifted radically in the last five years as so many of the criticisms of globalization have become accepted as mainstream ideas. Many agree that most international trade agreements are unfair to developing countries, the IMF has reversed itself on capital market liberalization—now saying it should not be done too quickly- and the World Bank has proposed a procedure on sovereign bankruptcy. Meanwhile the Washington Consensus has been replaced in some circles by the so-called Washington Consensus Plus which emphasizes poverty alleviation. The question remains whether this change in rhetoric

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will be matched by a change in the way the international financial institutions do business.

2:30 pm – 3:30 pm **Question session with Elliot Schrage.**

Saturday, March 27: TRADE AND DEVELOPMENT

Trade has become an increasingly controversial subject and the demonstrations in Cancun in September, 2003 are only the latest manifestation of global dissatisfaction with current trade agreements. The aim is to look at some of the hot topics and where the story is going as well as 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

9:00 am – 11:30 am **“The Shifting Debate on International Trade”** with **Robert Howse**, a professor of law at The University of Michigan.

Noon – 1:30 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.

1:45 pm – 4:30 pm **“How To”** session. 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**.

Sunday, March 28: BEYOND BAILOUTS

9 am Continental Breakfast

10 am – 11:30 am **Keynote Speech on 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 – 1:00 pm

Lunch and Extended Q & A with Joseph Stiglitz.

1 pm – 3 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. **Graham Saul**, from the Washington D.C.-based Bank Information Center 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**.

3 pm – 3:15 pm

Evaluations (15 minutes) and wrap-up with Jane Folpe, Program Coordinator, Graduate School of Journalism; and **Anya Schiffrin**, Director of Journalism Programs, Initiative for Policy Dialogue.