

Strategic Plan The DeWitt Wallace Center for Media and Democracy

Duke University identifies as a central component of its mission putting the knowledge created by its faculty and students at the service of society. Faculty at the Sanford Institute of Public Policy, the home of the DeWitt Wallace Center for Media and Democracy, have a strong commitment to excellence in teaching and research and to making their work help the lives of others. Consistent with this obligation, the DeWitt Wallace Center has developed a strategic plan that identifies important challenges facing the media and our democracy and outlines how our faculty and students can play a leadership role in addressing these concerns.

The Challenges

Growth and change in media outlets can make life more satisfying for almost everybody. The Internet makes it easier to find the information you want, and cheaper for others to create and distribute it. Unfortunately, such changes also have adverse effects—in some cases for the general population, and in other cases for subsets of the population. The declining profit margins of local newspapers, the dwindling number of media outlets defined by a journalistic mission, and frequently announced cutbacks in reporting staffs, for example, all mean that the watchdog role of the media in our democracy increasingly is at risk. This works to the detriment of all of us. In addition, certain elements of the population, whether they be marginal voters, those with low incomes, or those whose needs have no voice, are unable to get easy access to information that is critical to their wellbeing. These developments pose two serious challenges:

Challenge # 1. How can we sustain and expand the monitoring role of the media in the face of high costs and low audiences? Public affairs coverage and watchdog investigations often involve high costs and low audiences, two factors that make them less likely to be delivered.

Challenge # 2. How can we stimulate the production of information needed by everyone – and in particular by low income individuals who are least likely to be targeted with information as marginal voters or consumers –but demanded only by a fraction of the community? This is a constant challenge in civil society.

Focus of the DeWitt Wallace Center

The DeWitt Wallace Center for Media and Democracy will help meet these challenges through an applied, interdisciplinary approach that emphasizes solutions to societal challenges – all hallmarks of Duke University’s Sanford Institute of Public Policy. Over the next five years, the DeWitt Wallace Center will focus on these two key challenges by identifying answers to two main questions:

Question # 1: How can the watchdog function of journalism be supported and expanded?

Journalists have historically held institutions accountable through the daily monitoring of beat reporting and deep digging of investigative reporting. Time-consuming, time-honored watchdog stories by reporters familiar with the details of policy and politics are often a casualty as outlets cut back on resources and reporters. Solutions that increase the likelihood watchdog coverage will survive will be explored in at least four different venues:

Venue # 1a: Nonprofit ownership of media outlets/nonprofit subsidies for information creation: Nonprofits are emerging as owners of media outlets, sources of subsidies for the coverage of hard news, and creators of increasing amounts of information that contribute to public affairs debates. What are the barriers created by regulations, norms, and perceptions that restrict the participation of nonprofits in media markets? How might these hurdles be overcome?

Venue # 1b: Computational Journalism: Advances in computing and data availability have the potential to harness algorithms, data mining, and other innovations in data analysis to create a new field, computational journalism. Evolving technologies may supplement and, in some cases, substitute for watchdog coverage. The DeWitt Wallace Center can draw together researchers in computer science and social science with media practitioners to explore how algorithms can “report” on local communities. This will involve exploring what types of programs can be utilized to recognize social problems (e.g., crime clusters), show effort devoted by social actors (e.g., patrols by police, crime stories written/not written by local media), describe effects of events (e.g., impact of crime on public health, neighborhood development, aggregation of sentiment on web or via calls about crime), visualize trends across time and space (e.g., place crime in context, point to possible cause and effect), and automate reporting (e.g., for area around a particular address, automate assessment and develop a narrative about crime and context).

Venue # 1c: Monetizing attention to hard news: As you click, search, and read on the Web you create a great deal of information about your interests. Local newspapers are not currently adept at collecting or translating this information into more targeted ad sales that could support the creation of hard news stories. Barriers to behavioral targeting that would allow media firms to gain higher prices for hard news consumers on the web include (appropriate) concerns about privacy, the large fixed costs involved with technological innovation, and uncertainty about possible legal/political backlashes. The DeWitt Wallace Center could make the stakes involved much clearer by bringing together researchers, industry participants, and NGOs to catalyze a debate over the possible tradeoffs involved with accepting less privacy in exchange for more robust media support for information about public affairs.

Venue # 1d: Partisan information provision: Campaign finance laws may have the effect of restricting the amount of money that supports political speech. Information provided by campaigns is often equated with negative advertising on television. Yet recent research shows that information from partisan sources can have a positive impact on participation. Spending on political organizing via the Internet and on face-to-face

communication supplemented by detailed information about a person's political interests may cause people to reconsider their attitudes toward partisan information flows. The DeWitt Wallace Center will bring together scholars working in political science, communications, and law to examine new research on how partisan information affects political attitudes and participation. New research may cause a reexamination of current laws governing political speech and political fundraising.

Question # 2: What are the particular information needs of people with low incomes and low educations, and how can these needs be better filled? The set of stories produced today in media markets and the types of data generated depend on who is interested in the information. People with fewer resources have less to pay for information, and their attention may be worth less to advertisers. For individuals who are less likely to be someone's marginal consumer or marginal voter, the odds are lower that someone will be competing to serve their information needs.

The DeWitt Wallace Center will address this research question by focusing on the barriers to information creation and consumption by people with low incomes. We will determine how residents in low-income communities get information, what decisions they make that are affected by a lack of information, and how alternative types of information could improve their choices from their own perspective. For example, how could better communication through different information outlets raise the number of North Carolina residents who receive the funds they are entitled to under the Earned Income Tax Credit program? How might information provision improve decisions people make about payday lending, housing mortgages, school choices, and health care?

Resources, Current and Future

Significant resources are already in place at the DeWitt Wallace Center. Two chaired professors (an economist and political scientist), as well as two chaired professors of the practice, continue to produce research recognized by national and international awards. Other Sanford faculty affiliated with the Center are contributing to scholarly debates about strategic political communication and the impact of the Internet on journalism. Searches conducted in the Fall of 2008 to fill the Knight Chair and the Patterson Chair should yield a journalist passionate about thinking how to help chart the future of journalism and a practitioner particularly interested in how technology and data analysis might interact to improve how media markets inform the public.

The DeWitt Wallace Center's adjunct faculty contribute to the highly regarded *Policy Journalism and Media Studies Certificate Program* for Duke undergraduates. The *Media Fellows Program* draws journalists from around the world to study at Duke. The *Rutherford Living History Program* increasingly will provide scholars the chance to interview policymakers and journalists about their work and share these interviews through the Web. Faculty in a large number of policy-related centers and initiatives at Duke are eager to collaborate in Center efforts to help journalists better cover particular policy areas. The large number of Duke alums in the media will also have a stake in the conversation, contributing practical knowledge of the field and helping to identify viable solutions.

Students taking courses offered by the DeWitt Wallace Center faculty are also a key resource. Duke undergraduates and graduate students know a great deal about information technologies from their lives as consumers, bloggers, policy analysts, and journalists. The questions they raise in seminar discussions and public events show they are deeply interested in the media. Helping students learn more about the role that information plays in politics and policy is a central contribution of the Center's classes and certificate program.

The DeWitt Wallace Center will also raise additional resources. One goal will be to increase the number of foundation grants to support research on the two target areas. A second goal will be endowing three new faculty slots, targeted for scholars focused on technology/computational journalism, on how information affects individual choice, and on the role of the media in civil society. A third goal will be securing a major, transformative gift to create the *Duke Public Information Lab*, which would fund research on how social science knowledge can be translated to improve watchdog coverage and improve the ultimate decisions made by readers, consumers, and voters.

Measures of Success for the DeWitt Wallace Center

What would indicators of success look like for the DeWitt Wallace Center five years down the road? A generation of Duke undergraduates who appreciated the chance to work through the challenges facing the media through rigorous courses and productive internships. Research and conferences that contributed to the provision of more easily accessible government data, the development of technology and analytical tools to help journalists serve as watchdogs, and accelerating the monetization of attention for hard news. Projects from the Center would also show how the information needs of people with low-incomes can be better met. For a range of decisions involving taxes, mortgages, loans, health care, and even voting, residents with fewer resources could count on knowing more about their options when making choices in the public and private sectors. Conferences and reports by the faculty at the DeWitt Wallace Center would also further policy debates about how (and whether) to increase nonprofit ownership of news outlets and how (and whether) to encourage the spread of information by partisan sources such as campaigns.

The US will be the focus of much of the research conducted. Yet the international work of Sanford faculty, cooperation of the Center with Duke programs in global health and the environment, and the flow of international journalists provided by the Media Fellows program together ensure that the Center will also continue to have a strong international component. A central challenge for DeWitt Wallace Center researchers will be to make sure that their work is taken up and used by actors in the public, private, and nonprofit sectors. There will be strong emphasis on reaching out to partners outside of academia who can use the insights generated by the Center's conferences and reports to encourage the production, distribution, and consumption of information about public affairs.

What is Distinctive about the DeWitt Wallace Center

The recognition that media markets are rapidly changing is widely shared, as is the desire among many academic institutions to contribute to new ways of generating and distributing information about public affairs. The efforts of the DeWitt Wallace Center for Media and Democracy will be distinctive in at least three ways:

- Rooted in a department of public policy, the Center's scholars will be more likely to approach media questions using an *interdisciplinary* approach. The Sanford Institute's policy analysis tradition encourages scholars to define information problems with an appreciation for lessons learned from economics, political science, statistics, ethics, and history.
- The Center's work also will be distinctive in *the way it combines insights* from social science with innovations in technology and computer science *to develop real-world applications*. This will mean, for example, developing ways to analyze trends and patterns in crime data so that journalists are more likely to recognize local problems with crime, policing, and the courts.
- Finally, the DeWitt Wallace Center's work will be distinctive in *its focus on problem-solving*. Scholars across Duke aspire to put knowledge at the service of society. This is at the core of what we do. By trying to lower the costs of watchdog journalism and increase the returns in the market to covering public affairs, the Center will try to increase the circulation of information to allow citizens to hold many different institutions, including government, accountable.

Appendix Next Steps (Primarily for the Director) in Building the DeWitt Wallace Center for Media and Democracy

The Center's strategic plan lays out a vision that can only be realized through the actions of many people at Duke – researchers, students, practitioners, and administrators. As the new director of the DeWitt Wallace Center, I will take the following steps to help implement the Center's strategic plan:

Networking within Duke, and Outreach

I will reach out to social science, communications, computer science, information sciences, and law faculty at Duke and UNC. I also plan to contact scholars at other schools (including the top journalism schools) and meet with Duke alums in the media industry in major US cities. In these conversations, I will seek advice on implementing the Center's strategy, participation in its events, and suggestions on possible funding sources. I'll also try to develop more ties with local nonprofits, media companies, and technology firms, since it is consistent with the DeWitt Wallace Center's goals to try to spark local experiments in new ways to provide information and fund the creation and distribution of information about public affairs.

UPDATE:

Knight Chair and Patterson Chair

A committee of Duke faculty is already conducting two searches for professors of the practice, with a goal of filling both slots by July 2009. The Patterson Chair will be a distinguished mainstream journalist with a strong desire to think about the future of journalism. The committee hopes the Knight Chair will be a person focused on the intersection of technology, media, and information markets who might help spark the development of computational journalism.

UPDATE:

Conferences

The first DeWitt Wallace Center conference related to the new strategic plan is slated for Spring 2009 and will focus on understanding and overcoming hurdles to nonprofit ownership of media outlets and nonprofit subsidies for information provision. Sanford's Center for Strategic Philanthropy and Civil Society and the Center for the Study of Philanthropy and Voluntarism will be co-sponsors. Susan Tifft and I will write a report based on the conference designed to help nonprofits and media owners think about potential new ways to structure the ownership of media outlets or subsidize the creation of watchdog coverage. Future conferences may focus on

accountability journalism and technology, monetizing hard news audiences, partisan information provision, and the information needs of poor residents.

UPDATE:

Grants

In October the DeWitt Wallace Center submitted a preproposal to the NSF seeking support for the creation of a Center for Computational Journalism. This effort draws together computer scientists, social scientists, and communications scholars from Duke and five other partner institutions. In November, I will submit a proposal to the Center for Advanced Study in Behavioral Sciences to fund a one-week summer workshop in 2009, which would bring together computer scientists, journalists, and social scientists to discuss how to generate innovations in computational journalism. I will try to catalyze a group of Duke faculty to study the information needs of poor people through a SSRI Faculty Fellows Program to be proposed for 2010-2011. In the summer of 2009, three Duke students should participate in a project that examines the information needs of low-income residents in Durham, through internships sponsored by the Duke Engage program. Through the Provost's Common Fund, I will seek support for a conference about online advertising, privacy, and monetizing attention to hard news. I also hope to encourage scholars, students, local media organizations, and local community foundations to apply where appropriate to the Knight News Challenge and the Knight Community Information Challenge.

UPDATE:

Fundraising

I will work with Bruce Kuniholm, Robert Wright, Duke alums working in the media and tech fields, and the Duke development office to identify potential donors interested in supporting the Center's work on accountability journalism and the information needs of low-income individuals. I hope to raise endowments for 3 faculty slots, focused on computational journalism and technology, on how information affects individual choice, and on the role of media in civil society. These scholars might come from a range of disciplines, including computer science, information science, political science, communications, psychology, and sociology. The envisioned Duke Public Data Lab initiative will involve raising \$1 million up front for program support and \$4 million in program endowment (with the endowment segment targeted for the next Duke campaign). The Data Lab funds would be used to do research on translating social science information into investigative coverage and into information provision for low-income voters/consumers. The research will include field experiments and lab experiments to create approaches that could be used widely by media outlets, nonprofits, and governments.

UPDATE:

Policy Journalism and Media Studies Certificate Program

As co-directors of the certificate program, Ken Rogerson and I hope to build a greater sense of community with the adjunct faculty and students through lunches, dinners, and meetings. The DeWitt Wallace Center staff will invite subsets of students to meet with speakers who come to the Center. The Melcher and Futrell awards will be presented at a joint dinner which will include more undergraduate students in the event. We also plan on creating Duke Engage program internships that would qualify for certificate internships, on giving more feedback to faculty on course operation and evaluations, and on reaching out to certificate alums working in the media.

UPDATE:

DeWitt Wallace Center Affiliated Faculty

I hope to increase the set of affiliated faculty and involve them more in research, conferences, and grants. The DeWitt Wallace Center will have a lunch each semester to bring the teaching faculty together. We also anticipate having problem solving sessions where faculty will be invited to discuss current media industry challenges (e.g., how could the attention of hard news consumers be monetized more readily?). The Center will support the development of new courses related to debates about the watchdog function, computational journalism, and the information needs of low income individuals.

UPDATE:

DeWitt Wallace Center Staff

As part of reviewing the Center's operation I will need to redefine jobs, solicit feedback from staff on operations, and involve staff members more in strategic planning.

UPDATE:

Jay Rutherford Living History Program

Associate Director Shelley Stonecipher has led the way this year on trying to digitize the Living History interviews that have already been conducted so that they can be made accessible on the web. Future interviews conducted in the Living History series may focus on clusters of people associated with a particular policy area. These might include watchdog journalists (e.g., Pulitzer/Goldsmith/other investigative reporting award winners), nonprofit media outlet founders

and leaders, experts in partisan information provision such as campaign strategists, consultants, and candidates, and those focused on information needs of the poor. We may also do a series where FCC chief economists (three already have Duke connections) interview former FCC chairs. We will continue to recruit other national and international leaders visiting Duke to participate in the Living History interviews. We will also reach out to Duke programs like Global Health, the Nicholas Institute, Hart Leadership Program, and the Program on History, Public Policy, and Social Change to encourage them to interview leaders in their areas as part of the Living History program.

UPDATE:

The Media Fellows Program

Fellowship programs across the country face problems with getting US journalists to participate. Media companies stretched thin by staff reductions are often reluctant to allow journalists to participate in mid-career programs. I will work with Laurie Bley, Director of the program, to identify possible sources of additional funding for the fellowships, since reduced or free tuition may increase participation by journalists from the US and from abroad. Expanding the areas of the world represented in The Media Fellows program will be a priority. The fellows program could also explore partnering with other Duke programs, such as the Global Health Institute and the Nicholas School of the Environment, to generate funding for sessions that would focus on specific topics.

UPDATE:

Spreading the Word

The DeWitt Wallace Center's work on supporting the watchdog function of journalism and serving the information needs of low wealth people will be focused on real-world problems. But for these innovations to turn into real-world solutions, they will have to be discussed and adopted outside the academy. As the Center holds conferences, produces research, and partners with other institutions, a key challenge will be to make sure that journalists, policymakers, and readers and consumers know about these efforts. This will be important because their feedback will be valued as the scholars and practitioners at the Center work on policy proposals and experiments in information provision. As these projects proceed, the leadership and staff will focus on building a network of contacts to receive information about the DeWitt Wallace Center's work and provide suggestions on how to improve our programs. Building the network will entail more participation in alumni events, media professional association meetings, academic conferences in computer science and the social sciences, online debates, and public discussions about the future of the media industry.

UPDATE:

Established Programs

A. The Policy Journalism and Media Studies Certificate Program

Co-Directors, James T. Hamilton, Kenneth Rogerson

In response to student interest, the DeWitt Wallace Center launched the Policy Journalism and Media Studies Certificate program in the fall of 2003. The certificate followed a curricular model that was different from the traditional journalism school: one that emphasizes the analysis and understanding of public policy, and the complex relationships between media and public policy making, supported by courses in effective media writing and production.

Programmatic goals:

Courses in the certificate address four interrelated goals:

- to investigate the machinery of contemporary media policy-making and its impact on the practice of journalism, and to understand the broad political dynamics which have conditioned both U.S. and International media policy, past and present;
- to familiarize students with the institutional, economic, social and political complexities of media policies worldwide through the study of the interaction between the key players in media policy making, journalism, media-related non-governmental organizations (NGOs), and academics specializing in media studies;
- to explore the cultural and ideological underpinnings of contemporary conceptions of media, media policy, and journalism in a global market, as well as the current educational challenges facing journalists whose knowledge need to be increasingly specialized in order to explain increasingly complex global situations to their audiences; and
- to provide some background in journalistic skills.

Academic Requirements:

The certificate draws upon established courses relating to media policy, journalism, global culture, and communications. It also recognizes the contributions to media studies originating in the disciplines of history, law, literature, economics and sociology.

- Successful candidates must complete 6 courses: one core course on journalism ethics; one practical course in TV, magazine or news writing/reporting journalism; three elective courses; and a capstone/internship course;
- No more than four courses may be in a single department;
- Students must complete an internship with a media-related organization; and
- After the internships, students must take the certificate capstone course. The capstone course consists of a major research paper that integrates ideas and concepts learned in all previous coursework with the hands-on experience from the internship that the students have recently completed.

Enrolment Figures:

At the end of the first year of the program (fall 2004), 8 students had earned the certificate. Since that first year, there has been a sizeable increase in the numbers of students pursuing the certificate. For the 2008-2009 year, 19 seniors and 28 juniors are enrolled in the Certificate program. The multidisciplinary nature of Certificate courses has attracted students from a wide range of majors: 44% of program alumni majored in Public Policy, and the other 56% majored in one of 13 different majors, including Civil Engineering, Art History, Religion, and International Comparative Studies.

Current Faculty and Courses

Misha Angrist, Visiting Lecturer

- PPS 196S.05 *Science in the Media*

Misha Angrist is interested in the intersection of genomes and society, especially as it is manifest in the nascent personal genomics movement. He is investigating personal genomics from technological, commercial and individual perspectives. Angrist holds a PhD in genetics from Case Western Reserve University, an MS in genetic counseling from the University of Cincinnati, and an MFA from the Bennington Writing Seminars.

Robert J. Bliwise, Adjunct Lecturer

- PPS 119S, Magazine Journalism
- PPS 222S.01, Magazine Journalism and Public Policy

Bob Bliwise is the founding editor of *Duke Magazine*, the award-winning bimonthly for the University. Since coming to Duke in the fall of 1983, Bliwise has led *Duke Magazine* to many achievements, including two Sibley Awards as "Magazine of the Year," two Chronicle of Higher Education Grand Gold awards for higher education reporting, and many "Top Ten" awards from CASE (Council for Advancement and Support of Education).

Kip Frey, Adjunct Professor

- PPS142S *Intellectual Property*

Kip Frey joined Intersouth Partners in 2000 as a venture partner and has served as a full-time partner since 2003, working with the information technology portfolio. Prior to joining Intersouth, he served as Executive Vice President and General Counsel of Ventana Communications Group, having sold the company in 1994. In 1998, he became President of Accipiter, an Intersouth portfolio company, and sold the company to CMGI, Inc. Later, Mr. Frey was recruited by Intersouth to become the President and CEO of OpenSite Technologies, which was acquired by Siebel Systems. He was Vice President and General Manager of Dynamic Commerce Applications for Siebel until June 2001. Kip is a member of Duke Law School's Board of Visitors, and has served as a professor of the Practice in Entrepreneurial Management & Law at Duke University, with joint appointments from the Fuqua School of Business and Duke Law School. He currently serves on the board of the Triangle Community Foundation, as well as four Intersouth portfolio companies and one publicly-traded prior Intersouth portfolio company, Inspire Pharmaceuticals.

James T. Hamilton, Charles S. Sydnor Professor of Public Policy Studies; Professor of Political Science and Economics and Director, DeWitt Wallace Center for Media and Democracy

- PPS 268 *Media Policy and Economics*

James "Jay" Hamilton's scholarly work and numerous publications reflect his interests in the economics of regulation, public choice/political economy, environmental policy and the media. He has written or coauthored six books, including *All the News That's Fit to Sell: How the Market Transforms Information into News*; and *Regulation Through Revelation: The Origin and Impacts of the Toxics Release Inventory Program*. For his accomplishments in teaching and research, Hamilton has received awards such as the Frank Luther Mott Book Award (2004), the David N. Kershaw Award from the Association for Public Policy Analysis and Management (2001), the Kennedy School of Government's Goldsmith Book Prize from the Shorenstein Center (1999), and Trinity College's (Duke) Distinguished Teaching Award (1993).

Clay Johnson, Visiting Lecturer

- PPS 118S.01 *Television Journalism*

Clay Johnson is an award-winning television producer, writer and journalist. He has worked as a television news reporter, newscast and special projects producer, segment producer and documentary producer at several network-affiliated television stations and a regional PBS network. He's also produced many award-winning video projects for government and non-profit agencies and businesses.

Ellen Mickiewicz, James R. Shepley Professor of Public Policy Studies; Professor of Political Science

- PPS 196S.18 Media Polls
- PPS 221.01, *Media and Democracy*
- PPS 243S Media and Democratization in Post-Communist Societies

Ellen Mickiewicz is the former Director of the DeWitt Wallace Center for Media and Democracy. She has authored several books, including *Television, Power, and the Public in Russia* (2008), *Changing Channels: Television and the Struggle for Power in Russia* and *Split Signals: Television and Politics in the Soviet Union*. *Split Signals* won the National Association

of Broadcasters and Broadcast Education Award: Electronic Media Book of the Year, 1988. The American Political Science Association presented her with the Murray Edelman Award for Distinguished Scholarship in Political Communication (a career award), and the Union of Journalists of Russia gave her an Award for Outstanding Service to Promote Democratic Media in Russia.

Mark J. Prak, Visiting Lecturer

- PPS 163S.01 *Telecommunications Policy*

Mark Prak is an attorney with Brooks, Pierce, McLendon, Humphrey & Leonard, LLP. He is an expert on regulatory issues affecting the communications industry and telecommunications policy and ethics, as well as related areas of copyright, trademark, and service mark issues to breach of contract, libel, invasion of privacy, wiretapping, open meetings, public records and freedom of information questions. He has represented corporations and educational institutions before the FCC and North Carolina Utilities Commission in administrative litigation, and testified before Congressional and state legislative committees, as well as the FCC, in efforts to influence debate on broad issues of public policy.

Kenneth Rogerson, Director of Undergraduate Studies and Lecturer, Sanford Institute of Public Policy, and co-director of the DeWitt Wallace Center certificate program

- PPS 202.01, *Policy Journalism and Media Studies*

Ken Rogerson's recent publications include articles on the use of the Internet in political advocacy and social movements, privacy and the Internet and a historical comparison of the information revolution with the industrial revolution. A recent article published in *International Politics*, "Talking Past Each Other: International Organization Internet Policy in the Developing World," was recognized as the Best Article by the Information Technology and Politics Section of the American Political Science Association. He is actively involved in the international communication section of the International Studies Association, promoting the integration of information and communications issues across academic disciplines.

Laura Roselle, Visiting Professor

- PPS202.01 *Policy Journalism and Media Studies Capstone Course*

Laura Roselle, professor of political science at Elon University, received her M.A. and Ph.D. in Political Science from Stanford University. Specializing in the role of television in politics, Dr. Roselle has worked as consultant and assistant director for international communications programs at the Carter Center. She has done extensive research on Soviet/Russian politics, studying the role of television in the parliamentary election campaigns of 1993 and 1995 and the presidential campaign of 1996. Dr. Roselle has edited two books on television and democracy: *Democracy on the Air* and *Television and Elections*, 2nd edition. She is currently working on a manuscript about political leaders' use of media to explain foreign policy failures.

B. The Media Fellows Program

Program Director: Laurie Bley

Since 1977, more than 650 print and broadcast journalists have been in residence at the Center as Media Fellows. Each year, approximately 35 journalists become fellows at the DeWitt Wallace Center. It is the largest and most international residential fellows program of its kind in the United States.

The Media Fellows Program allows mid-career journalists from any medium or beat to take time away from pressing deadlines and explore challenges and developments in the media world with a cohort of peers from around the world. The core of the program is a series of seminars with faculty, researchers, policy makers and other media professionals designed to discuss topical issues from convergence and the impact of new technologies, to crisis reporting, economics, and ethical standards. Fellows also pursue independent research projects in collaboration with Duke faculty, making full use of Duke's research resources, as well as make themselves available as presenters to classes and other groups on campus.

The program proves formative for many of the Fellows, and they now constitute a significant “alumni” network of journalists across the globe, who often collaborate on stories and share sources. Many program alumni have since won top journalism awards, launched innovative news programs and independent broadcast news stations, and assumed leadership positions in media enterprises around the globe.

A number of organizations sponsor special residencies for journalists:

- The Menell Foundation, for South African journalists
- RIAS Berlin Commission, for German journalists
- The Korean Broadcasting System, for South Korean journalists
- Duke University, French and Francophone Studies, for French journalists
- Duke University, The Divinity School, for American journalists covering religion
- Duke University, the Duke Center for Slavic, Eurasian, and East European Studies

Media Fellows Have Come From:

Argentina	France	Nigeria
Armenia	Georgia	Peru
Austria	Germany	Poland
Azerbaijan	Great Britain	Russia
Belarus	Israel	Serbia and Montenegro
Bosnia	Japan	Slovenia
Brazil	Kazakhstan	South Africa
Canada	Latvia	South Korea
China	Liberia	Tajikistan
Costa Rica	Lithuania	Ukraine
Estonia	Mexico	United Kingdom
Ethiopia	Moldova	United States
Finland	Nicaragua	Uzbekistan

C. The Jay Rutherford Living History Program

Program Director: Shelley Stonecipher

The Jay Rutherford Living History Program was established in 1981 for the purpose of recording audiovisual interviews with prominent American and world leaders who have been major participants in significant international or domestic events, or movements of social change. To date, the Living History Collection includes recordings of interviews with or lectures by more than 60 prominent figures.

In addition to sitting for an interview, each Living History guest gives a public lecture on campus, and often meets with classes and students.

Currently, the program has partnered with a variety of campus departments and organizations to rapidly expand the number of interviews and, together with the Duke Library System, to digitize the current collection for a larger web audience.

The archive includes interviews with:

Mohamed K. Alayyan	Phillip Gourevitch	Turgut Ozal
Oscar Arias	W. Stanton Griffis	Charles Percy
Les Aspin	W. Averell Harriman	John Poindexter
Lloyd Axworthy	Jesse Jackson	Dennis Ross
Zbigniew Brzezinski	Robert Jordan	Dean Rusk
Ellsworth Bunker	Richard Kaplan	Abdus Salam
Erhard Busek	Samuel W. Lewis	Terry Sanford
James Carville	William & Wendy Luers	Ryoichi Sasakawa
Afredo Cristiani	Princeton Lyman	James Schlesinger
Lucius Clay	Mikhail Margelov	Jamie Shea
Samuel DuBois Cook	Jack F. Matlock	Earl T. Smith
John Sherman Cooper	Jack Matlock	Peter Storey
Walter Davis	George McGhee	Hanna Suchoka
Miguel de la Madrid	Robert McNamara	Victor Urquiti
Angier & Robin Duke	King Mihai of Romania	Vernon Walters
J. William Fulbright	Imam W. Deen	Elie Wiesel
Yegor Gaidar	Mohammed	Judy Woodruff
David Gergen	Yasuhiro Nakasone	Anthony Zinni
Richard Goldstone	Paul Nitze	

D. Special Lectures, Colloquiums, Awards and Events

Program Support: Shelley Stonecipher, Lynn Farges

The John Fisher Zeidman Memorial Colloquium on Politics and the Press

The Zeidman Colloquium convenes a panel comprising some of the most well-known journalists of our time to discuss the relationship between media and politics.

This year's Zeidman Colloquium is scheduled for November 15th, and will focus on media coverage of the 2008 presidential election. The colloquium will feature panelists **Garrett Graff**, Editor at the *Washingtonian* and founding editor of mediaBistro.com's *Fishbowl D.C.*; **Ruth Marcus**, an editorial writer and columnist for *The Washington Post*, specializing in American politics, campaign finance, and the federal budget and taxes; **Mark Shields**, a syndicated columnist and political analyst on the *News Hour with Jim Lehrer* on PBS; and **Jeff Zeleny**, a *New York Times* correspondent currently covering Barack Obama on the campaign trail.

The Melcher Family Award for Excellence in Journalism

The Melcher Award annually recognizes an undergraduate writer at Duke University for the best journalistic piece produced in the previous year.

The Futrell Award for Outstanding Achievement in Communications and Journalism

The Futrell Award is presented annually to a Duke University alumni for outstanding achievement in the field of communications and journalism.

Beginning in the spring of 2009, the DeWitt Wallace Center will host an event that jointly honors the Melcher Award and the Futrell Award recipients. The event will bring together alumni in the field and current student writers.

Past Futrell Award recipients include:

Clay Felker
Judy Woodruff
Jason DeParle
Charlie Rose

Fred Andrews
Susan E. Tifft
David Hartman
Jim Goodmon

John Harwood
Kevin Sack
Stephen Labaton

The Ewing Lecture on Ethics in Journalism

The Ewing Lecture is an annual lecture by a guest lecturer on media ethics.

Past Ewing Lecturers include:

Eugene Patterson
Tom Brokaw
Rushworth M. Kidder
William Raspberry
Bob Woodward
Marvin Kalb

David Halberstam
Judy Woodruff
Seymour Hersh
Jamie Shea
Rick Kaplan
Jason DeParle

David Gergen
Andrea Mitchell
Judy Woodruff
Stephen W. Smith