



**COVERING GLOBALIZATION
Spring Seminar 2003
March 27-30**

A Special Program Sponsored by the Columbia University Graduate School of Journalism, the Initiative for Policy Dialogue and The New York Times Foundation.

The Workshop Agenda

Thursday, March 27: INTRODUCTION TO COVERING GLOBALIZATION

- 8:30 am Registration, Pulitzer World Room
- 9 am Breakfast and Welcome
Arlene Morgan, Director of Professional Development, 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.
- 10:30 am – 11 am **Introductory Lecture:** “Covering Globalization” by **Anya Schiffrin**, Director of Journalism Programs, Initiative for Policy Dialogue.
- 11am – 11:45 am **Sheridan Prasso**, Senior News Editor at *Business Week*, will speak about globalizing business coverage.
- Noon -1:30 pm **Lunch** with scheduled speaker **Michael Weinstein**, Director, Programs, The Robin Hood Foundation; Adjunct Senior Fellow at the Council on Foreign Relations and former member of the editorial board of *The New York Times*.

Weinstein will talk about globalization and the developing world. What’s the story on globalization? Where is it going? How do we report intelligently and compassionately about its different elements?

- 1:45 pm - 3:30 pm **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.
- 3:30 pm - 4:30 pm **Extended Q & A** with **Joseph Stiglitz**, Recipient of the 2001 Nobel Prize in Economics; Executive Director and Co-Founder, Initiative for Policy Dialogue.

Friday, March 28: 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 controversy over Liz Claiborne and Exxon’s role 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 **The Key Issues:** “Human Rights and Multinational Corporations” with **Mila Rosenthal**, Director, Workers Rights Program, Lawyers Committee for Human Rights and **Roberta Karp**, Senior Vice President of Corporate Affairs and General Counsel of Liz Claiborne, Inc.
- 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 US companies to monitor labor conditions in their contracting factories.
- Noon **Newsmaker lunch** scheduled with **Elliot Schrage**, who works as a consultant to large companies who wish to improve their record on labor issues. (Schrage teaches “Transnational Business and International Human Rights” at Columbia’s Graduate School of Business.)

2 pm – 4 pm

Panel Discussion on “Covering Labor Disputes and The Student Anti-Sweatshop Movement” with **Liza Featherstone**, author of *Students Against Sweatshops: The Making of a Movement* (Verso); **Kristin Huckshorn**, former Bureau Chief for the *San Jose Mercury News* in Hanoi, who covered the disputes with Nike in Vietnam; Knight Bagehot fellow **Emilie Lounsberry**, who did a series on sweatshops for *The Inquirer*, and **Grainne McCarthy**, Former Bureau Chief and Reporter for Dow Jones Newswires in Jakarta, currently News Editor, Dow Jones Newswires. **Anya Schiffrin**, will moderate.

4 pm-5:30 pm

“**How To**” session. We will ask reporters 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. We want to know what worked for them in getting sources, getting reluctant people to speak, how they handled 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**.

Saturday, March 29: THE DEBATE OVER FREE TRADE

The debate over trade continues to grow. One camp includes the pure free-traders who believe that open trade has created wealth for every country that has signed on to this philosophy. Another comprises developing countries that fear the job loss and social dislocation that can occur when local industries are no longer protected and markets are opened to strong foreign competitors. There is also a growing consensus that free trade as it has been practiced over the last 20 years has been extremely unfair, benefiting rich countries at the expense of poor ones.

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

Séamus O'Cléireacáin, Adjunct Professor of Economics at the School of International and Public Affairs at SIPA, will provide an **overview** of the free trade agreements currently in vigor, such as NAFTA, APEC, the European Union, Mercosur, and the proposed Free Trade Area of the Americas. He will also discuss the current

Doha Round WTO negotiations and the role of the WTO in mediating trade disputes.

What do reporters need to look for when covering trade agreements? What is at stake in the upcoming negotiations? Will anything be done to appease developing countries' dissatisfaction with the current trade regimes? What will each side have to give up and what will they gain in return?

Noon - 2:30 pm **Newsmaker lunch** on international monetary and developing world debt issues with **Domingo Cavallo**, Former Argentine Economy Minister and now at professor at the Business School at New York University.

2:30 pm - 5pm **Roundtable discussion** on "Covering International Trade" with **Steve Schifferes**, Senior Broadcast Journalist, BBC News Online, **Robert Howse**, Professor of Law, The University of Michigan, **Paul Blustein** of *The Washington Post* and **Jonathan Eaton**, Professor of Economics, NYU.

Sunday, March 30: BEYOND BAILOUTS

The old-style large bailouts we saw in Mexico (1995), Asia (1997/8) and Russia (1998) have not been successful. Critics have long contended that bailouts typically prolong and exacerbate economic problems, especially for lower-income nations, because bailouts add to their debt burden. How much can bailouts accomplish when the market decides they may not work, as has been the case with Brazil this year during the country's recent presidential campaign?

The question is, what will replace the old bailout model? Some propose mechanisms that would make it easier for crisis-plagued nations like Argentina to restructure their debt. A broader --and quite controversial-- proposal put forth by the IMF would create an international bankruptcy tribunal. (This plan is opposed by a number of countries.) Whatever the proposal, it could take years to implement because it requires consensus among member countries, something that has been difficult to achieve.

Our session on bailouts will cover the basic issues behind bailouts, look at each of the proposals, and discuss the pros and cons of each one. It will also define the different players in the debate and examine their particular agendas. Finally, we will discuss where the debate --and with it, the stories-- are likely to go from here.

9 am Continental Breakfast

9:30 am "The **Pros and Cons** of the New Bankruptcy Regime proposed by

the IMF,” with **Amer Bisat**, Senior Economist/Portfolio Manager, UBS Principal Finance Credit Arbitrage and **Shari Spiegel**, Director, Initiative for Policy Dialogue.

Bisat will talk about recent examples of bailouts/bankruptcy deals and review what has worked and what hasn’t. He will discuss ways to improve coverage of sovereign bankruptcies and bailouts, and point out common mistakes made by reporters who cover this beat. **Spiegel** will talk about what is being proposed to replace bailouts. How effective would this new regime be?

Noon

Lunch

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 DC-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.

3 pm – 3:30 pm

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

The wrap-up session will include a “go around the room” exercise to find out what participants will bring home from the seminar that they can turn into a story, as well as a brainstorming session to frame stories.