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The American Austrian Foundation



Annenberg
SCHOOL FOR COMMUNICATION
UNIVERSITY of PENNSYLVANIA

Milton Wolf Seminar
Vienna, Austria
March 17-19, 2010

**NEW MEDIA, NEW NEWSMAKERS, NEW PUBLIC DIPLOMACY:
THE CHANGING ROLE OF JOURNALISTS, NGOs, AND DIPLOMATS IN A MULTI-MODAL MEDIA WORLD**

Federal Ministry for
European and International Affairs



U.S. Embassy Vienna

ACADEMIC OVERVIEW

Launched in 2001, the Milton Wolf Seminar Series aims to deal with developing issues in diplomacy and journalism—both broadly defined. The 2010 seminar is jointly organized by the Center for Global Communication Studies (CGCS) at the University of Pennsylvania’s Annenberg School for Communication, the American Austrian Foundation (AAF), and the Diplomatic Academy in Vienna (DA). It analyzes an underexplored area of interest for international diplomacy: the changing relationship between the media, NGOs, and formal government actors in the international sphere. It builds off themes that have been explored in the [NGOs and the News Essay Series](#), a joint project of CGCS and the Nieman Journalism Lab at Harvard University.

From the introduction of stone and papyrus, to the laying of telegraph and telephone wires, to the advent of radio and television systems, changes in the available communication technology have had serious ramifications for the conduct of international diplomacy. In recent decades, the rapid dissemination of satellite, internet and mobile technologies has had a transformative effect on how international relations are conducted. Today diplomacy takes place largely within the media sphere and this happens at the same time as traditional divisions within the media and between media and civil society are breaking down. Social movements and nongovernmental organizations, at the local, national, and international level, now regularly employ their own information gathering and news dissemination practices. Concurrently, major print publications continue to close international bureaus and downsize their foreign correspondents. Civil society actors are thus placed to both provide much needed content to the media and take their stories directly to the public through new media outreach tools.

This blurring of roles and responsibilities is hardly without controversy. Among the questions that will permeate the discussions:

- What transparency issues arise concerning relationships between NGOs and journalists?
- How does the rise of NGO activity reposition the line between advocacy and journalism, to the extent it exists?
- How are international relations affected by the rise of the NGO sector as major players? What effect do news-making activities, as practiced by civil society organizations, have on foreign policy and the conduct of diplomacy?
- Can we identify certain conditions under which NGO news-making activities are particularly effective and/or have positive influence on international deliberations?

We have included a list of potential further reading materials that evaluate these issues that we hope you might review in advance of the Seminar.

SUGGESTED FURTHER READING

[NGOs and the News Essay Series](#). A Joint Project of the Center for Global Communication Studies at the University of Pennsylvania Annenberg School and the Neiman Journalism Lab at Harvard University.

Bleasdale, M. Speaking at “[The News Careers: Are Aid Groups doing too much Real Newsgathering?](#) A Debate at the Frontline Club.” New York, February 28, 2008.

Beckett, C. (2009) “[NGOs as Gatekeepers to ‘Local Media’: Networked News for Developing Countries](#).” EDS Innovation Research Programme Discussion Paper Series, No. 21. London: LSE EDS Innovation Research Programme.

Cottle, S. and Nolan, D. “Global Humanitarianism and the Changing Aid-Media Field.” *Journalism Studies* 8, No. 6 (2007), pp. 862-878.

Fenton, N. (2009). “NGOs, New Media and the Mainstream News: News from Everywhere.” In N. Fenton, ed., *New media, old news: Journalism and democracy in the digital age*. London: Sage, 2009.

Gaber, I., and Willson, A. (2005). “Dying for Diamonds, the Mainstream Media and NGOs: A Case Study of Action Aid.” In W. de Jong, M. Shaw and N. Stammers, eds., *Global activism, global media*. London: Pluto Press.

Gillmor, D 2008. ‘[Helping the Almost-Journalists Do Journalism](#)’ July 23.

Himelfarb, S. et. al (2009) “[Media as Global Diplomat](#).” Special Report. Washington, DC: USIP.

Jones, S. (2010) ‘[BBC Holds Firm Over Ethiopia Famine Funds Report](#)’ The Guardian (UK), March 7.

Potter, E. (2009) “[Web 2.0 and the New Public Diplomacy: Impact and Opportunities](#).” London: Foreign and Commonwealth Office.

World Economic Forum Global Agenda Council (2009) [Statement on the Future of Journalism](#).

THANK YOU

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Agenda

Milton Wolf Seminar, March 17 – 19, 2010

DAY ONE – MARCH 17, 2010

6:00 – 8:00 PM Welcome Reception and Registration (Diplomatic Academy)

DAY TWO: MARCH 18, 2010

9:00 – 9:15 Introduction

- **Katharine Eltz Aulitzky**, Executive Director, *The American Austrian Foundation*
- **Monroe Price**, Director, Center for Global Communications Studies, *Annenberg School for Communication University of Pennsylvania*
- **Ambassador Hans Winkler**, Director, *Diplomatic Academy Vienna*

9:15 – 10:30 Session 1: NGOs as Newsmakers in a Social Media Networking Environment

As NGOs produce more and more content available free to professional journalists and media outlets (who struggle with shrinking budgets and a 24-hour news cycle), they play an increasingly important role in international news agenda-setting. Particularly large international NGOs such as Amnesty International, Human Rights Watch, Save Darfur, Save the Children, and Medecins sans Frontieres are making dynamic use of social networking tools to raise public awareness, crowd-source information about humanitarian issues, and communicate with both old and new media actors. This panel will examine the implications of these activities for diplomacy.

Panelists:

- **Kimberly Abbott**, North America Communications Director, *International Crisis Group* (Moderator)
- **Simon Cottle**, Professor of Media and Communications, Deputy Head of School and Director, *Cardiff School for Journalism, Media, and Cultural Studies*
- **Franz Küberl**, President, *Caritas Austria*
- **Thomas Seifert**, Foreign Policy Correspondent of *Die Presse*

10:30 – 11:00 Tea break

11:00 – 12:00 Breakout Sessions

Each breakout session will begin with presentations by representatives of the NGOs (i.e. Transparency International, International Crisis Group, Caritas), outlining recent examples of their news making activities. The presenters will describe how and why they draft reports in order to affect the news agenda and ultimately influence foreign and domestic policy. Journalists and diplomats will then be asked to share their perspectives on the process.

Group I:

- **Kimberly Abbott**, International Crisis Group
- **Amelia Arsenault** Fellow, Center for Global Communication Studies, *Annenberg School for Communication* (Moderator)
- **Eric Frey**, Managing Editor, *Der Standard*
- **Georg Neumann**, International Communications Coordinator, *Transparency International*

Group II:

- **Kate Coyer**, Director of the Center for Media and Communication Studies, *Central European University*, (Moderator)
- **Franz Küberl**, *Caritas Austria*
- **Amb. Wolfgang Petritsch**, Permanent Representative of Austria to the *OECD*
- **Thomas Seifert**, *Die Presse*

12:00 – 1:30 Lunch

1:30 – 3:00 Session 2: New Media Technologies and Other Challenges to Foreign Policymakers

This session will explore how new developments in journalism are affecting the relationship between NGOs, social movements, and journalists and the significance of this changing relationship for diplomacy.

Panelists:

- **Dejan Anastasijevic**, *Vreme*
- **Scott Maier**, Associate Professor, School of Journalism and Communication, *University of Oregon*
- **Amb. Wolfgang Petritsch**, *OECD*
- **Shawn Powers**, Visiting Professor, *USC Annenberg* (Moderator)

3:00 – 4:00 Case Study 1: Humanitarian Crises & Media

The recent tragedy in Haiti is just one example of a crisis situation where new media technologies played a critical role, both as a coordinating and an outreach tool for NGOs, donors, and activists. This panel will examine evolving uses of new communication technologies during recent crises and the role they play in shaping the broader media agenda, public opinion, and diplomatic response.

Panelists:

- *Simon Cottle*, Cardiff School for Journalism, Media, and Cultural Studies
- *Irene Jancsy*, Spokesperson, *Médecins Sans Frontières*
- *Mike Mosettig*, Senior Producer, Foreign Affairs and Defense, *The News Hour with Jim Lehrer*
- *Nicole Stremmlau*, Coordinator of the Program in **Comparative Media Law and Policy** (PCMLP) and a Research Fellow in the Centre of Socio-Legal Studies Program, *Oxford University* (Moderator)

4:00 – 5:00 Case Study 2: Al Jazeera, New Media, New Advocacy

This session will begin with a general look at how new technologies are impacting the changing relationship between the media and diplomacy presented by Valeriani. Gizbert and Powers will then examine how these trends are playing out with a specific focus on Al Jazeera. Al Jazeera has been a forerunner in the creative use of new media tools and advocacy for communication rights, in part due to the Network's need to circumvent government efforts at censoring Al Jazeera programming. In 2008, for example, Arab information ministers approved the [Arab Satellite Broadcasting Charter](#), a piece of legislation widely condemned by free press advocates and private broadcasters such as Al Jazeera in the region. The presenters will explore Al Jazeera's dynamic use of new media and its interactions with development and foreign policy communities.

Panelists:

- [Richard Gizbert](#), *Al Jazeera English*
- *Shawn Powers*, *USC Annenberg* (Panelist/Moderator)
- *Augusto Valeriani*, Post-Doctoral Research Fellow, *Department of Politics, Institution and History at the University of Bologna*

9:00 – 10:30 Session 3: New Theaters for Conflict and Changes in Foreign Policy Public Diplomacy Initiatives

This session will discuss how older new technologies such as satellite channels, websites, and social media technologies (e.g. Twitter and Facebook) are challenging traditional models of diplomacy. Participants will also discuss how changing information flows are affecting the relationship between diplomats and journalists.

Panelists:

- **Milorad Ivanovic**, Deputy Editor in Chief, *Blic*
- **Mike Mosettig**, Senior Producer, Foreign Affairs and Defense, *The News Hour with Jim Lehrer*
- **Amb. Wolfgang Petritsch**, *OECD*
- **Oliver Zoellner**, Professor of Media Research and International Communication, *Stuttgart Media University*, former head of research for *Deutsche Welle* (Panelist/Moderator)

10:30 – 11:00 Tea Break

11:00 – 12:30 Case Study 3: Georgia-Russia Conflict Coverage

The 2008 military conflict between Georgia and Russia over the disputed regions of South Ossetia and Abkhazia did not last long. The battle to control the media agenda on the dispute, however, has lasted much longer and was waged with intensity. Russia hired the American PR firm Ketchum to boost its image, and Georgia enlisted the help of the Washington strategists Daniel Kunin and Gregory Maniatis to shore up Western support for its cause. Meanwhile, leaders of South Ossetia and Abkhazia continue to engage in their own media outreach strategies both at home and abroad. Bloggers, social activists, and other states with interests in the region have also participated in parallel efforts. This case study examines the relative successes and failures of these efforts to shape public opinion about the conflict.

Panelists:

- **Margarita Akhvlediani**, Director/Editor-in-Chief of *GO Group/Eyewitness Studio*
- **Burkhard Bischof**, Deputy Editor for Foreign Affairs of *Die Presse* (Moderator)
- **Miklos Haraszti**, Representative for Free Expression, *OSCE*
- **Andrei A. Zolotov, Jr.**, Deputy Director, RIA Novosti International Service Chief Editor, *Russia Profile*

12:30 – 2:00 Lunch

2:00 – 3:30 Session 4: International Agencies and their Interactions with News Organizations

This session will focus on specialized agencies and their relationship to news organizations and NGOs.

Panelists:

- *Miklos Haraszti, OSCE*
- *Maher Nasser, Director, United Nations Information Service*
- *Georg Neumann, Transparency International*
- *Ayhan Evrensel, International Atomic Energy Agency*
- *Amb. Hans Winkler, Director, Diplomatic Academy Vienna (Moderator)*

3:30 – 4:00 Tea Break

4:00 – 5:30 Session 5: New Issues, New Technologies, New Directions

During this closing session panelists and audience members will participate in an open discussion about the major issues raised and conclusions formed out of the different sessions and case studies.

Panelists:

- *Kate Coyer, Director of the Center for Media and Communication Studies, Central European University,*
- *Silvia Lindtner, UC Irvine*
- *Monroe Price, Director, Center for Global Communication Studies, Annenberg School for Communication (Panelist/Moderator)*
- *Nicole Stremlau, PCMLP*