

**Full Course Title:** Human Rights Watch: What Media Do US Foreign-Policymakers Consume?

**Course Title for Registration System:** HRW/Media Diet-DC Influentials

**Course Number:** SIPAU9000.033

**Faculty Advisor:** Michael Cowan

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**Meeting Date/Times:** Thursdays 6:10P – 8:00P

**Location:** IAB 400

**Office Hours:** By appointment

**Credits:** 3

**Course Overview:**

**Brief description of client:** Human Rights Watch is dedicated to protecting the human rights of people around the world, standing with victims and activists to prevent discrimination, upholding political freedom, protecting people from inhumane conduct in wartime, and bringing offenders to justice. HRW investigates and exposes human rights violations and holds abusers accountable. HRW challenges governments and those who hold power to end abusive practices and respect international human rights law. HRW enlists the public and the international community to support the cause of human rights for all.

**Summary of project:** Media consumption habits among all Americans are changing quickly. The Communications Department at Human Rights Watch seeks to understand better what media are consumed by those who shape US foreign policy at the State Department, National Security Council, and on Capitol Hill. Targeting those media more effectively will increase Human Rights Watch's impact and ensure that HRW's research findings reach the right audiences. The only way to find out about media consumption habits is to ask. Students will use a combination of online/email surveys and telephone interviews to ascertain what foreign policy staffers read, watch, listen to, and surf in order to inform themselves about world events.

**Deliverables to client:** The first deliverable is a list of key foreign policymakers in Washington, which can be drawn up in consultation with HRW. The final report could include both numerical findings and a through-written text analyzing trends in media consumption and recommendations for engagement. The final project can be shared with other NGOs or interested parties. The policymakers themselves may be curious to know what they are consuming, in aggregate.

**Special skills/knowledge needed by team members:** Ability to use Survey Monkey, experience in conducting interviews with busy and distracted professionals, and a nuanced understanding of the beltway media scene would all be useful.

**Initial meeting(s) with your student team in late November or early December, if applicable:** TBA

**Dates for meetings with client, if already scheduled:** TBA

**Field component:** It is expected that students will make one field visit to Washington, DC.

**Student selection:** [All eligible students may apply for up to five workshops through a special online application process from October 15<sup>th</sup> until October 31<sup>st</sup>. Assignment of students will be coordinated by the Office of Academic Affairs, and relevant faculty will be consulted about team membership for their workshop(s).]

**Grading (students receive an individual grade):**

Grades for the workshop will be based on the following criteria:

Quality of individual written work (10%)

Quality of participation in class, Peer review (20%)

Feedback from the client (20%)

Overall professionalism, including timeliness, ability to work with team, etc. (20%)

Quality of team's final report and briefing (30%)

**Readings:**

- How People Learn About Their Local Community, Pew Research Center (Project for Excellence in Journalism / Pew Internet & American Life Project) and Knight Foundation
  - <http://pewinternet.org/~media/Files/Reports/2011/Pew%20Knight%20Local%20News%20Report%20FINAL.pdf>
- Non-Profit News: Assessing a New Landscape in Journalism, Pew Research Center's Project for Excellence in Journalism
  - <http://www.journalism.org/sites/journalism.org/files/Non-profit%20news%20study%20FINAL.pdf>
- Whose News? The Changing Media Landscape and NGOs, Carroll Bogert, Human Rights Watch
  - <http://www.hrw.org/world-report-2011/whose-news>
- News Coverage Data Index, Pew Research Center's Project for Excellence in Journalism
  - [http://www.journalism.org/about\\_news\\_index/overview](http://www.journalism.org/about_news_index/overview)
- The Role Of The Mass Media In The US Foreign Policymaking Process; M. Krauze Omsk
  - <http://www.prof.msu.ru/publ/omsk/45.htm>
- News Media And The Foreign Policy Decision-Making Process, CNN or Washington? Mónica Peña
  - <http://www.razonypalabra.org.mx/anteriores/n32/mpena.htm>
- The Role of the Media in Foreign Policy Decision-Making: A Theoretical Framework; Chanan Naveh
  - [http://www.cco.regener-online.de/2002\\_2/pdf\\_2002\\_2/naveh.pdf](http://www.cco.regener-online.de/2002_2/pdf_2002_2/naveh.pdf)
- Foreign Policy's Susan Glasser: What I Read; Jared Keller; The Atlantic Wire
  - <http://www.theatlanticwire.com/business/2011/04/susan-glasser-what-i-read/37060/>
- "News Media and Foreign Relations: A Multifaceted Perspective," Abbas Malek (electronic copies will be provided)
  - <http://www.amazon.com/News-Media-Foreign-Relations-Communication/dp/1567502733>

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Please familiarize yourself with the proper methods of citation and attribution. The School provides some useful resources online; we strongly encourage you to familiarize yourself with these various styles before conducting your research:

[http://sipa.columbia.edu/resources\\_services/student\\_affairs/academic\\_policies/code\\_of\\_conduct.html](http://sipa.columbia.edu/resources_services/student_affairs/academic_policies/code_of_conduct.html)

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