



MONEY, MEDIA AND THE BATTLE FOR DEMOCRACY'S SOUL

AN INTERDISCIPLINARY CONFERENCE

Tuesday, 24 April 2012

McNally Amphitheatre | Lincoln Center Campus

Sponsored by the Fordham Center for Ethics Education
and the Center for Electoral Politics and Democracy



Conference Agenda

9 a.m.

Welcome Address

Nancy A. Busch, Ph.D.
Dean, Graduate School of Arts and Sciences and
Chief Research Officer, Fordham University

9:15 a.m.

Conference Overview

Celia B. Fisher, Ph.D.
Marie Ward Doty University Chair and Professor of Psychology;
Director, Center for Ethics Education, Fordham University

9:20 a.m.

Panel I: Media Influences on the Voting Public

MODERATOR: Peter Steinfels, Ph.D.
Co-Director, Fordham University Center on Religion and Culture

This panel will explore the media's role in the political process and, in particular, the ways in which today's political media personalities may influence voting decisions.

Beth Knobel, Ph.D.

Assistant Professor of Communication and Media Studies, Fordham University;
Former Moscow Bureau Chief, CBS News

"The Fourth Branch of Government, Yesterday and Today"

Knobel will explain how the media affect politics in the broadcast era and, in particular, how the media have changed from an institution that "tells Americans what to think about" to one that "tells Americans what to think," due to opinion-dominated cable news networks, talk radio, and social media.

Jonathan Capehart

Opinion Writer, *The Washington Post*; Contributor, MSNBC

"Fit to Print?"

Covering Politics in an Era of Polarization and 24-Hour News Cycle"

Capehart will draw on his vast experience as a newspaper columnist and a frequent cable news contributor to discuss emerging issues related to the news media's coverage of current and recent elections.

10:20 a.m.

Break

10:30 a.m.

Panel II: The Influence of Money on Elections and Political Agendas

MODERATOR: Costas Panagopoulos, Ph.D

Associate Professor of Political Science and Director, Center for Electoral Politics and Democracy, Fordham University

This panel will explore campaign finance issues in contemporary national and local elections, including implications of the recent Citizens United case.

Michael Malbin, Ph.D.

Professor of Political Science, University at Albany, State University of New York; Executive Director, Campaign Finance Institute

"Small Donor Matching Funds: Changing the Game by Expanding the Playing Field"

Gov. Andrew Cuomo has proposed that New York state adopt a system of small donor matching funds for state elections that would be similar to New York City's. Malbin will discuss research by the Campaign Finance Institute that shows that the city's system has had a substantial and beneficial effect on participation and would have similarly positive effects elsewhere.

Russ Feingold

Mimi and Peter Haas Distinguished Visitor, Stanford University; Founder, Progressives United; Former U.S. Senator (D-WI)

"Corporate Power in Politics and the Economy: What the Citizens United Decision Means for Our Democracy"

Senator Feingold will discuss campaign finance issues in current elections and will pull back the curtain on the culture of corporate money that has taken over our system since the Supreme Court's "lawless" Citizens United decision rolled back settled law on corporate spending in federal campaigns.

11:30 a.m.

Book Signing and Lunch

Senator Feingold will sign copies of his book *While America Sleeps: A Wake-up Call for the Post-9/11 Era*, followed by lunch in the Platt Atrium.

1 p.m.

Keynote Address

Chuck Todd

NBC News Political Director, NBC News Chief White House Correspondent;
Host of *The Daily Rundown* (MSNBC)

"Media Coverage and Election 2012: Navigating the New Political Landscape"

Todd will explore conference themes related to the evolving role and influence of media on voting decisions through analysis of the news media's coverage of current elections.

MODERATOR: Celia B. Fisher, Ph.D.

Marie Ward Doty University Chair and Professor of Psychology;
Director, Center For Ethics Education, Fordham University

1:50 p.m.

Break

2 p.m.

Panel III: The New Media: Accountability, Transparency, and Accuracy

MODERATOR: Zephyr Teachout, J.D.

Associate Professor of Law, Fordham University; Former Deputy Director of Internet Organizing, Dean For America (Howard Dean's Presidential Campaign)

This panel will focus on the ways in which news outlets and politicians are using new technologies (such as blogging, Twitter, and Facebook) to reach and inform voters, and the benefits and risks these technologies hold in terms of promoting an informed, active, and unduly influenced citizenry.

Richard Davis, Ph.D.

Professor of Political Science, Brigham Young University

"New Media's Impact on American Elections"

Davis will discuss how the new media (blogs, social media, YouTube, etc.) have become staples of American elections. Not only are various electoral players (candidates, journalists, groups, etc.) using new media, but those new media are, in turn, affecting how campaigns are conducted and how voters are gaining information to make their voting decisions.

David Mark
Senior Editor, *Politico*

“Erasing the Talking Points”

After a presidential debate, likely voters no longer need to wait for the next-day newspaper analysis from *The New York Times* or *The Washington Post* filled with “he said, she said” talking points from each side’s campaign spinners. In the Twitter age, viewers can follow running commentary in real time—and offer their own take. It’s all part of the increasing democratization and openness in politics spawned by new media. Yet for every effort by interested citizens to avoid the spin, campaigns haven’t given up on influencing votes. Mark will examine the use of social media in politics and how political operatives use it to tailor their messages through intensely focused microtargeting strategies.

Vincent R. Harris
CEO, Harris Media
Digital Consultant for Newt Gingrich 2012

“The Role of New Media in Presidential Campaigns”

Harris will share his personal experiences on the Rick Perry and Newt Gingrich presidential campaigns and focus on the ways in which new media are being used by presidential contenders and outside groups.

3:15 p.m.

Panel IV: Continuing the Conversation

MODERATOR: Costas Panagopoulos, Ph.D

Associate Professor of Political Science and Director, Center For Electoral Politics and Democracy, Fordham University

This final panel will feature all speakers in a format that will allow them to comment on conference themes, engage one another, and respond to audience questions and comments.

4:15 p.m.

Reception

About the Speakers

Jonathan Capehart

Opinion Writer, *The Washington Post*; Contributor, MSNBC

Jonathan Capehart is a member of *The Washington Post* editorial board and writes about politics and social issues for the PostPartisan blog. He is also an MSNBC contributor, appearing regularly on *Morning Joe* and other daytime programs. Prior to joining *The Post* in 2007, Capehart was the deputy editor of the New York *Daily News*' editorial page from 2002 to 2005. He worked as a policy adviser to Michael Bloomberg in Bloomberg's successful campaign for mayor of New York City, and was a national affairs columnist for Bloomberg News from 2000 to 2001. From 1993 to 2000 he was a member of the *Daily News*' editorial board. Capehart and the *Daily News* editorial board won the 1999 Pulitzer Prize for Editorial Writing for their series on the Apollo Theater in Harlem.

Richard Davis, Ph.D.

Professor of Political Science, Brigham Young University

Richard Davis is a professor of political science at Brigham Young University. He is the author or co-author of several books on political communication and American politics, including *Typing Politics: The Role of Blogs in American Politics* (Oxford University Press, 2009), *Campaigning Online* (Oxford University Press, 2003), and *The Web of Politics: The Internet's Impact on American Democracy* (Oxford University Press, 1999).

Russell Feingold

Mimi and Peter Haas Distinguished Visitor, Stanford University;
Founder, Progressives United, Former U.S. Senator (D-WI)

Russ Feingold represented the state of Wisconsin in the United States Senate from 1993 to 2011. Since leaving the Senate, he has been a visiting professor at Marquette University Law School and the inaugural Mimi and Peter Haas Distinguished Visitor at Stanford University. In February 2011, Feingold founded Progressives United, an organization devoted to challenging the dominance of corporate money over American democracy. Feingold, a former Rhodes scholar, is an honors law graduate of both Harvard Law School and Oxford University and earned his Bachelor of Arts degree with honors from the University of Wisconsin-Madison. He is the recipient of the 1999 John F. Kennedy Profile in Courage Award and the 2011 Franklin D. Roosevelt Four Freedoms Medal. Feingold is also the author of the *New York Times* bestseller *While America Sleeps* (Random House).

Vincent Harris

CEO, Harris Media; Digital Consultant for Newt Gingrich 2012

Vincent Harris has worked on the online side of three presidential campaigns, having run digital media efforts for Rick Perry and Newt Gingrich's 2012 campaign. His 18-person firm, Harris Media, has worked with leading political figures and business groups, including four sitting governors. Harris' innovative work has been featured in *The New York Times*, Fox News, *USA Today*, and elsewhere. He worked with the International Republican Institute as the first trainer who was sent into post-Mubarak Egypt to work with political parties and activists on digital media. He remains active in efforts to help spread democracy in Egypt. When not working, Harris is working on his Ph.D. in government at the University of Texas.

Beth Knobel, Ph.D.

Assistant Professor of Communication and Media Studies, Fordham University;
Former Moscow Bureau Chief, CBS News

Beth Knobel had a 20-year career as a journalist before joining Fordham University in 2007. She brings experience in all major areas of journalism—newspapers, magazines, television, radio, and Internet—to her classes. From 1999 to 2006, she was the Moscow Bureau Chief for CBS News. In nine years at CBS, she worked as both an on-air correspondent as well as a producer. She is a recipient of an Emmy award for coverage of the 2002 Moscow theater siege, and Edward R. Murrow and Sigma Delta Chi awards for coverage of the 2004 Beslan school siege. Knobel received master's and doctoral degrees in public policy from Harvard University, and her bachelor's degree in political science from Barnard College at Columbia University.

Michael Malbin, Ph.D.

Professor of Political Science, University at Albany, State University of New York;
Director, Campaign Finance Institute

Michael J. Malbin is co-founder and executive director of the Campaign Finance Institute (CFI), as well as a professor of political science at the State University of New York at Albany. One of the country's leading scholars in this field, Malbin has been writing extensively about money and politics for more than three decades. His recent CFI work has looked extensively at the prospects for changing the focus of money in politics by growing the role of small donors. Recent publications include "Reform in an Age of Networked Campaigns: How to Foster Citizen Participation through Small Donors and Volunteers," co-published by CFI, American Enterprise Institute, and Brookings Institution, and co-authored by Malbin with Anthony Corrado, Thomas Mann, and Norman Ornstein.

David Mark

Senior Editor, *Politico*

David Mark is a senior editor at *Politico*, which he joined in October 2006. Mark is also the author of *Going Dirty: The Art of Negative Campaigning* (Rowman & Littlefield; 3rd edition, 2009), which has been widely adopted in political science courses and was featured on *The Daily Show with Jon Stewart*. Mark was previously editor-in-chief of *Campaigns & Elections* magazine, which covers the business and trends of politics. Mark was also a reporter for *Congressional Quarterly*, on Capitol Hill, and the Associated Press, in Tallahassee, Fla. He earned a B.A. from Brandeis University, and an M.S. from the Columbia University Graduate School of Journalism.

Chuck Todd

NBC News Political Director, NBC News Chief White House Correspondent;
Host of *The Daily Rundown* (MSNBC)

Chuck Todd is the chief White House correspondent for NBC News and the host of *The Daily Rundown* on MSNBC. He became NBC News' political director in March 2007. He also serves as an on-air political analyst for *NBC Nightly News with Brian Williams*, *Today*, *Meet the Press*, and MSNBC. In addition to his on-air analysis, Todd has been responsible for all aspects of the network's political coverage. He is also the editor of *First Read*, NBC's must-read guide to political news and trends in and around Washington, D.C. Todd is the co-author, with Sheldon Gawiser, of *How Barack Obama Won: A State-by-State Guide to the Historic 2008 Presidential Election* (Vintage, 2009). Before joining NBC News, Todd was the editor-in-chief of *The Hotline*, the *National Journal's* daily briefing on politics. He also serves as a contributing editor to *The Atlantic Monthly* and frequently contributes op-ed essays for various publications, including *The New York Times* and *The Washington Post*.

About the Sponsors

Fordham University Center for Ethics Education

The Fordham University Center for Ethics Education was established in 1999 to contribute to Fordham's commitment to cultivating lifelong habits of critical thinking, moral reflection, and articulate expression. Drawing upon the Jesuit traditions of *sapientia et doctrina* (wisdom and learning) and *homines pro aliis* (men and women for others) and the rich cultural diversity of New York City, the center sponsors activities that provide students, faculty, professionals, and the public with knowledge and skills to study, inform, and shape a just society that nurtures the full-flourishing of all members of the human family.

In this era of increased need for ethical discourse in academic, professional, and public spheres, the center's activities draw upon theological, philosophical, scientific, and other areas of inquiry to foster interdisciplinary dialogue and scholarship on moral values and ethics issues of contemporary social import. The center embodies the University's commitment to intellectual excellence by offering educational and research opportunities and public programming enriched through moral values, religious concerns, scientific and scholarly study, and active engagement in creating a caring and just world.

The center currently offers two academic programs:

- Master of Arts in Ethics and Society - The Master of Arts in Ethics and Society provides students with a cross-disciplinary foundation in the application of moral and ethical theory to social issues.
- Graduate Certificate in Health Care Ethics - The Fordham University Advanced Certificate in Health Care Ethics is designed to enhance students' understanding of and participation in discourse regarding ethically relevant policy decisions affecting mental and physical health-care treatment and research.

For more information about the Center for Ethics Education, contact: Celia B. Fisher, Director, Center for Ethics Education, Marie Ward Doty University Chair and Professor of Psychology, Fordham University, Dealy Hall, Room 226, Bronx, NY 10458, Tel: (718) 817-3793, Fax: (718) 817-0731, fisher@fordham.edu.

Fordham University Center for Electoral Politics and Democracy

The Center for Electoral Politics and Democracy at Fordham University aims to broaden the acquisition of knowledge and understanding about contemporary campaigns and elections through programs intended to provide training both within and beyond classroom instruction. Based on the belief that intellectual exchange is the foundation of learning, the center encourages and facilitates interaction among students, scholars, and professionals, and nurtures intellectual exchange and collaboration to help enhance the understanding of electoral politics and democracy. The center fosters ethical reflection about issues related to elections and electioneering and prepares students for leadership in a global society. The center also promotes outreach and seeks to engage the community at large through programs and events designed to promote community participation.

The center offers the Master of Arts in Election Campaign Management, which provides a comprehensive, one-year introduction to both the theoretical and practical tools necessary to excel at managing political campaigns.

For more information about the Center For Electoral Politics and Democracy, contact: Costas Panagopoulos, Ph.D., Director, Center for Electoral Politics and Democracy, Fordham University, Department of Political Science, Faber Hall 667, Bronx, NY 10458, Tel: (718) 817-3967, campaigns@fordham.edu.

