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Chinese press: On the way to market

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INSIDE

Find other Fellows on new Web site 2

Applications open for 1999 Jefferson Fellows 3

Gennadi Gerasimov on the new Russian media 4

"Asian values": Is the game over? 5

EWC media programs are active in Asia 6

Ellen Goodman is named Chaplin Fellow 7

30th anniversary marked by Jefferson Fellows 7

Charles Morrison named to head EWC 8

Thin pickings for foreign news in U.S. media 9

Latest updates on former Jeffs and friends 10-12

The U.S. congress established the East-West Center in 1960 to foster mutual understanding and cooperation among the governments and peoples of the Asia-Pacific region, including the United States, through cooperative research, education and dialogue.

Before 1979, we in China saw the press as the tool of the proletariat rather than a commodity. The main function of the press, according to Soviet journalism theory, was to publicize the policies of the Communist Party and organize the people.

Newspaper and radio did not carry any ads, and their operations were subsidized by the government. Subscriptions were paid mostly by the party or government departments. People were required to read newspapers for "political study." There was no competition in the press, and journalists did not need to consider the market.

Since the 1980s, newspapers in China have grown from 186 to 2,202. They are divided into three kinds:

— The official newspapers of the Communist Party

— Popular newspapers (evening, weekend and metropolitan)

— Service newspapers with little or no hard news (television guides, shopping guides, etc.)

Most of them, even the party newspapers, support themselves primarily by ads, while fewer and fewer of them get subscriptions at public expense. Readers have a lot of choices. Consequently, journalists must now consider the market.

Now, it could be said that the Chinese press is on the way to market. This is a way of exploration, a way of press reform.

Circulation in transition

Before 1979, almost all work units in China subscribed to party newspapers. The circulation of the government newspaper *Jiefang Daily*, for example, once reached



Caricature by Yousef S. Khudari

Chen Zhenping

one million. But in the past 18 years, the population of Shanghai has grown from 10 million to 13 million, while the circulation of the newspaper dropped to a half-million. There are many reasons: the challenge of television; newly established newspapers that broaden the market; work units cutting down subscriptions for financial reasons; the decline of "political study" in the units.

But the main reason, undoubtedly, is the gap between the party newspapers and the market.

Advertising now a major player

In recent years, the news media have become one of the richest industries in the country, with more than 90 percent of their revenues coming from advertising.

Newspapers are rearranging pages or sections to attract ads. To some extent, whether a page or a section is extended or cut depends on the amount of ads which, in turn, are hoped to attract reader interest.

The competition for ads has become very

Uneven progress by China's media

From previous page

tough since more and more media have entered the news market. One consequence is that the distinctions between news and ads, — and at another level, between journalists and ad salespeople — are blurred. A campaign is underway to eliminate "paid news," the attempt by some companies to give journalists gifts or money to write favorable stories about the company.

News meets market demands

For a long time, the news media in China followed the Soviet model of journalism, which was almost one-way communication. The first responsibility of editors was to the government, while the demands of the readers were relegated to a secondary position.

Now we are on the way of reform, but the progress is uneven.

Evening newspapers are well-received because they carry more soft news and information closer to the interests of ordinary readers. In most provinces or cities, they challenge the party newspapers.

Service newspapers also have developed quickly since 1990s. They provide news and information of practical use. For example, *Jiefang Daily* has an affiliate, *Shanghai Times*, that carries information about jobs, shopping, the stock market, the real estate market, etc., and even arranges blind dates. It started publishing in January of this year and already has a circulation of 200,000.

Weekend newspapers have been thriving since the two-day weekend was instituted and people have a little more time to read.

Some party newspapers are reforming their style to adapt to the market. The party newspapers in Guangdong province, *Nanfang Daily* and *Guangzhou Daily*, for example, compete with the well-known *Yangcheng Evening News*. Some party

newspapers have started new papers, mostly called "dushi" or "metropolitan" newspapers, using different styles to attract more readers. There are 23 metropolitan newspapers in the country so far.

Challenges Facing Newspapers

Newspapers in China are faced with following problems:

— Too many newspapers, but low circulation.

— Service newspapers are thriving, but traditional newspapers are weak.

— Successful publishing relies on the marketplace, but news reporting is mostly controlled by the official planning.

— Work unit subscriptions have peaked, but individual subscriptions are still limited. For example, individual subscriptions of *Jiefang Daily* are only 10 percent of the total subscriptions.

The Chinese newspapers are faced with following challenges:

— How to handle correctly the relationship with officials so as to solve the contradictions between the market and government control.

— How to eliminate "paid news."

— How to appeal to young readers, while keeping old readers.

A long way to go

In China, a newspaper house is a department of the party or government. Some newspapers in Guangzhou, Beijing and Shanghai are now experimenting by forming news groups and exploring press reform.

The purpose of forming news groups is to improve and control the quality of newspapers by merging small newspapers and strengthening the major newspapers, and to raise working and profit efficiency by saving resources, equipment and publishing costs.

As an enterprise rather than a government department, a news group can change its organizational structure to suit the market economy.

The news industry in China is changing, but we have a long way to go. It's not easy, but we should carry on.

Find other Fellows on Web site

Being a Jefferson Fellow has taken on a new dimension with the creation of a site on the World Wide Web listing names and contact information for Jeffs worldwide.

The site allows journalists to use their computers to access the Internet to find Jefferson Fellows based on current country of residence. The URL address for the site is:

<http://www.missouri.edu/~c696945/jeffs.html>

Webmaster of the site is 1985 Jefferson Fellow Rich Somerville, who is finishing work on a PhD at the University of Missouri School of Journalism.

One difficulty in maintaining such a list is that journalists often move and change jobs. Please take a few minutes to send updated information about yourself to Media Program Director Web Nolan via e-mail at nolanw@ewc.hawaii.edu, or regular mail: East-West Center Media Program Media Program, 1777 East-West Road, Honolulu, HI 96848. By phone it's (808) 944-7199, and the fax is (808) 944-7970.

Include your current position, contact information at work and home, and your e-mail address if you have one — even the site of your Web page.

As more Jefferson Fellows get online worldwide, the potential exists to make the Web site even more useful, such as including articles written by Jeffs, transcripts of EWC media conferences, and even discussion groups. Write to Web Nolan with your thoughts about how a Jeffs web site could be useful to you.

Applications open for 1999 Jeffs

Center will try 3-week program

The East-West Center is now accepting applications for the 1999 Jefferson Fellowships, which will run from May 3 to May 23. The deadline for filing applications is Friday, Jan. 15, 1999.

Traditionally, the fellowship has been an eight-week program. In 1999, taking into consideration the busy schedules of mid-career journalists, the Center will experiment with a three-week format in the hope that the shorter period will enable more journalists to apply.

The Center plans to award fellowships to six applicants from the United States and to six from Asia and the Pacific. The 1999 program will focus on the continuing financial crisis in Asia and its political, social, cultural and economic impact within the Asia/Pacific community.

Six journalists from Asia and five from the United States participated in the 1998 Jefferson Fellowships, from March 29 to May 23. The journalists from Asia visited Washington, D.C., New York City and the Seattle area as a group, while the American traveled together to Japan (Kyoto, Hiroshima and Tokyo) and China

(Beijing, Shanghai and Hong Kong).

At most of their stops, the journalists spent time with Jeffs from previous years. Individually, the fellows visited such places as the Fairbank Center at Harvard and China Studies Program at the University of Michigan, USA Today and the American Press Institute in Virginia, the University of Missouri School of Journalism, CNN Atlanta and Savannah, Yosemite National Park and Boulder Dam, and the new Getty museum in Los Angeles.

In Asia, individually the Jeffs went to

editor, Jiefang Daily, Shanghai.

— Ruriko Hatano, staff writer and editor, Yomiuri Shimbun, Tokyo.

— Supara Janchitfah, reporter/writer, Bangkok Post.

— Steven Scher, public affairs director/senior producer, KUOW public radio, Seattle.

— Nasir Tamara Tamimi, deputy chief editor, Daily Republika, Jakarta.

— Michael Taylor, editor, Congressional Quarterly's East Asia Report, Washington, D.C.

— Alex Tizon, staff writer/reporter, Seattle Times.

— Elizabeth Van Dyke, assignment editor, CNN National Desk, Atlanta.

— Janice Yu, columnist for Central Daily News and international editor for China Television Company, Taipei.

Nearly 300 print and broadcast journalists have graduated from the program since it began 31 years ago, and the network of alumni stretches

from New Delhi to New York.

"The program is an immersion course in the cultures of the Asia/Pacific community, allowing the participants to learn from each other, from Center researchers and other scholars and from the wide range of people they meet during their field study," said Webster Nolan, Media



The 1998 Jefferson Fellows, front row, left to right: Steven Scher, Alex Tizon, Michael Taylor, Chen Zhenping, Janice Yu, Elizabeth Van Dyke, Supara Janchitfah. Back row: Media Program Director Web Nolan, Claudia Chang, Nasir Tamara Tamimi, Ruriko Hatano, Media Program assistant Marilu Khudari, Cai Hong.

Indonesia, Vietnam, Taiwan, Singapore and Korea.

The participants were:

— Cai Hong, an editor in the Opinion Department of China Daily in Beijing.

— Claudia Chang, international assignment editor, CNN World Report, Atlanta.

— Chen Zhenping, managing news

From previous page

Program director.

"In the long run, the real beneficiaries of the Jefferson Fellowships are millions of newspaper and magazine readers, radio listeners and television viewers in the United States, Asia and the Pacific," he said.

The first eight days of the 1999 program will include dialogue among the fellows, including seminars led by each fellow and by other experts on a range of topics.

Field study will consist of group travel for about eight days. The American fellows will travel to Beijing and Tokyo. The fellows from Asia will visit a community in the American Midwest and Washington, D.C. Then the fellows will return to the Center for two final days to discuss their field study experiences.

The program is designed for mid-career journalists, with preference usually given to "gatekeeper" applicants, editorial writers, commentators, columnists, and news staff with a strong interest in issues and cultures in the Asia/Pacific community. Because study sessions and many briefings are conducted in English, fluency in that language is required.

The Center furnishes housing and a per diem to the fellows to help cover living costs during the Honolulu segment of the program, and also provides transportation, accommodations and a per diem for meals during the travel segment. Transportation to and from Hawaii to participate in the program is at the expense of the journalist, his/her employer or other sources.

The Center will distribute application forms as widely as possible. If the form is not available, please contact the EWC Media Program, 1601 East-West Road, Honolulu, HI 96848-1601, USA, or phone (808) 944-7199 or 944-7192. The fax number is (808) 944-7670, or send e-mail to nolanw@ewc.hawaii.edu.

Gerasimov tells of changes in Russian media

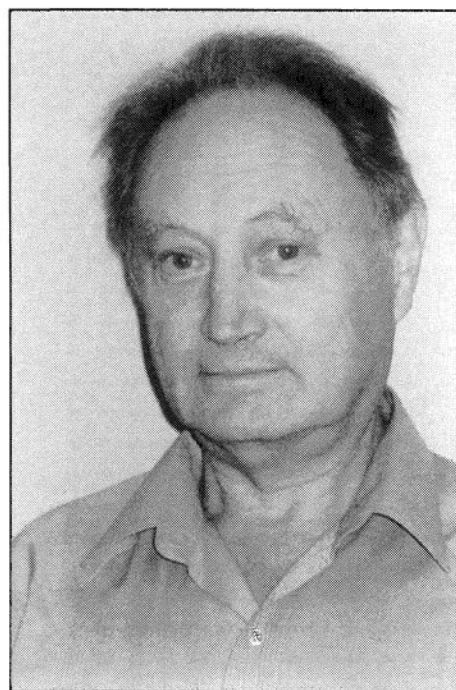
Gennadi Gerasimov, chief spokesman for former Soviet President Mikhail Gorbachev and former Foreign Minister Edward Shevardnaze during the *glasnost* period of 1986-90, concluded his recent visiting fellowship in the EWC Media Program with the publication of a paper describing the dramatic changes in the Russian news media in the last decade.

The paper, "Russia's Media Revolution: From Party Control to Money Control," is available at no charge from the EWC Media Program.

Gerasimov, who worked as a journalist in Prague, New York and Moscow before joining the Gorbachev government, spent eight months at the Center, conducting research on the Russian Far East and its role in global affairs, writing, lecturing and working with journalists who participate in the Jefferson Fellowships and other EWC media-related projects. He returned to Moscow in early June.

Starting with the dramatic political, social and economic transformation in the Soviet Union in the late 1980s, Gerasimov became a familiar face on international television, explaining *perestroika*, *glasnost* and how the changes would affect Moscow's relations with the rest of the world. He accompanied Gorbachev and Shevardnaze to summit meetings in world capitals, gave daily briefings to the foreign press corps and developed the now-customary practice of having the summit leaders give news conferences together.

In 1990, he was named Communicator of the Year by the American Association of Governmental Communicators — the first non-U.S. professional to be so honored. Gerasimov received a bachelor's



Gennadi Gerasimov

degree in international law from the Moscow Institute of International Relations, a master's degree in public law from Moscow State University, and in 1955 became a correspondent for the *New Times Weekly* and *Trud*, the largest daily newspaper in the Soviet Union.

From 1961 to 1964, he was editor of the multi-language World Marxist Review, based in Prague, which became a gathering place for a number of Russian intellectuals who later became principal figures in the Gorbachev government.

Gerasimov next served as political advisor to Yuri Andropov in the Central Committee of the Communist Party of the Soviet Union, and in 1967 he joined the Novosti Press Agency as a syndicated columnist. He was assigned by Novosti to New York from 1972-78. In 1983, he became editor-in-chief of *Moscow News*, a weekly publication in five languages, and also vice president of Novosti.

From 1990 to 1995, he served as ambassador to Portugal.

‘Asian values’: Is the game over?

‘Rightly or wrongly, the East is moving in the direction of the West’

By Ronnie C. Chan

Now that many of the once fast-growing economies of East Asia are in turmoil, some in the West have declared the so-called Asian values dead. Is this conclusion justifiable, and what is the utility of such values vis-a-vis economic development?

The answers are simple. Whereas hard work, thrift, emphasis on family, and education are necessary conditions for economic takeoff, they are not sufficient for continued success. Proper social structures, including legal, economic and political systems must also be introduced.

The values taught by Confucius are basically the same as Judeo-Christian values. However, the West has to a greater extent forsaken these values, and it has taken individualism to the extreme while Asians still treasure communality.

Rightly or wrongly, the East is moving in the direction of the West, but the converse is not happening. Whereas it is proper for Asia to show more respect for the individual, equally the West should pull back from extreme individualism. If not, Western society will risk disintegration.

Why does Asia lack proper social

structures? Because its societies are man-based, and not rule-based. For thousands of years, the human relationship was emphasized to the detriment of institutional building. Law and regulation have never been high on society's agenda; instead, personal ethics and societal harmony are widely respected. Such practices in Asia are good, but not good enough for sustainable economic development, especially in the globalized market place.

As East Asia moves towards economic modernity, institution-building is lagging behind. The same is true even in wealthy Japan. Rules are not adequate to regulate industries such as banking and the stock market, for example, and enactment of law is inadequate and enforcement lax.

Also, demarcation between the public and the private sectors is not clear, resulting in easy corruption. Indeed, this vice, which zaps economic strength, can never be dealt with adequately without building proper legal institutions.

Skeptics of Asian values, however, go further. To them, these values are epitomized by certain Asian authoritarian leaders, and current economic problems are proof that such values are no longer needed.

Some regard Asia's plight as a victory of Western democracy. This conclusion, however, is not born out by facts. Singapore, considered by the West to be the most authoritarian, has not suffered directly from the recent turmoil. The country advocates Asian value but also has healthy legal and economic institutions.

It is probably correct that Confucianism, which emphasizes patriarchy, leads to benign or soft authoritarianism. When



Ronnie C. Chan

mutated, patriarchic Confucianism becomes a hardened form such as those practiced by South Korea and Taiwan in the decades following World War II. Fortunately, both places have since evolved. The critical question remains, however: What will prevent that mutation? The answer is: The building of proper social institutions.

Can we then assume that soft authoritarianism is unnecessary, if not outright undesirable? Not really. History showed that without it, Asian economies could not take off.

All four “tiger” economies—Korea, Taiwan, Hong Kong and Singapore—benefit from it, while those who practiced liberal democracy prematurely, such as the Philippines and India, are still mired in poverty.

But are patriarchic society and benign authoritarianism still required? Possibly not, but neither can we assume that their absence is better. After all, such practices

Ronnie C. Chan, chairman of Hang Lung Development Co. Ltd. in Hong Kong, is a member of the East-West Center Board of Governors. This article originally appeared in The Boston Globe on March 6, 1998.

From previous page

are ingrained in Asian societies and have maintained social stability and harmony over thousands of years.

One thing, however, seems certain. Asia's soft authoritarianism will become even softer, and more democratic elements will be introduced. Charismatic leaders who liberated their countries from colonial rule are passing away.

More significantly, affluence engenders independent thinking, which in turn leads to more say on how citizens are to be governed. This is inevitable and good for society. Inevitable because it is the natural social progression, and good because only democracy can address, albeit imperfectly, the dual issues of government accountability and peaceful succession. Both are inadequate in most of Asia today—lack of the former is a partial cause for the recent economic turmoil, and failure in the latter may be accentuated by that turmoil.

There is no question that Asian societies need structural reforms. At issue is what form the new system would take. Given thousands of years of tradition, time is required to build consciousness of the law, which is the bedrock of democracy. However, Western democracy as it is now practiced is too imperfect a model. People in the East are discouraged by the social ills of the West. If that is the future, Asians are not sure they want it!

Could there be a better form of democracy that incorporates certain "Asian" values? Could there be a balance between individualism and communality? While the West claims victory and is not open to these questions, Asia is searching for answers. Instead of condemning each other, maybe the two sides should engage in constructive dialogues to find a system which encompasses the best of both worlds. After all, for one who is six feet to one side of the straight and narrow to accuse the other who is six feet on the other, is both foolish and futile.

Around the Rim . . .

13 journalists travel as Hong Kong Fellows

Thirteen senior journalists from major news organizations in North America took part in the 1998 Hong Kong Journalism Fellowships.

The fellowships were established in 1996 to expand public understanding in the United States about the cultural, commercial and political issues in Hong Kong and Greater China. The co-sponsors are the EWC Media Program and the Better Hong Kong Foundation.

In January, onegroup concentrated on business and political issues, visiting Shanghai and Hong Kong during an eight-day period. Members included Jeffrey Brown, senior producer with "The NewsHour with Jim Lehrer"; Martin Crutsinger, chief economics writer for The Associated Press in Washington D.C.; Janet LeVaux, financial editor/writer for *Investor's Business Daily* in Los Angeles; George Lewinsky, foreign editor of Public Radio International's nightly "Marketplace" program, San Francisco; Tom Plate, nationally syndicated columnist for the *Los Angeles Times*; Ron Redmond, foreign editor of the *Seattle Post-Intelligencer*; and Donald Van de Mark, anchor/correspondent for CNN Financial News in New York.

A July group also focused on political/economic issues, as well as on Hong Kong one year after the handover. The nine-day fellowship included meetings and interviews in Beijing, Hong Kong and Guangzhou. The participating journalists included Sarah Jackson-Han, Asian affairs correspondent for Agence France-Presse in Washington, D.C.; John Omicinski, foreign affairs and defense correspondent for Gannett News Service in Washington, D.C.; Eric Scholl, executive producer of CNNfn, the CNN financial news network based in New York City; Michael White, economics writer for The Associated Press in Los Angeles; Donald Woutat, international business editor for the *Los Angeles*

Times; and David Crane, economics editor of the *Toronto Star*.

Shortly after the fellowships program was established in 1996, the first group was organized in November of that year to examine concerns about Hong Kong's transition to Chinese sovereignty scheduled to take place seven months later.

Members of the 1996 group included Michelle DuBach, senior Washington editor for National Public Radio; Evelyn Iritani, Pacific Basin reporter for the *Los Angeles Times*; Charles Krause, foreign affairs correspondent for "The NewsHour with Jim Lehrer"; Doron Levin, business and economics columnist for the *Detroit Free Press*; Larry Marshak, deputy editor of USA Today International, and Trudy Rubin, *Philadelphia Inquirer* columnist.

First program for Asia Pacific Fellows

The first program in the new Asia Pacific Journalism Fellowships took place in early October 1998 when six senior American journalists met with business leaders, government officials, scholars and journalists in Singapore and Taipei.

The program included several participants from the Hong Kong Journalism Fellowships to give them a perspective from the "other China."

The Oct. 3-11 program was cosponsored by the East-West Center Media Program, the Singapore International Foundation and Pacific Cultural Foundation of Taipei.

The participating journalists were: Michael Dorgan, Pacific Rim correspondent, *San Jose (Calif.) Mercury News*; Charles Krause, senior foreign affairs correspondent, "The News Hour With Jim Lehrer," Washington, D.C.; Avrum Lank, financial columnist, *Milwaukee (Wis.) Journal Sentinel*; Janet Purdy LeVaux, writer, *World Trade* magazine, Irvine, Calif.; Ron Redmond, Pacific Rim correspondent, *Seattle Post-Intelligencer*; and Trudy Rubin, nationally syndicated foreign affairs columnist, *Philadelphia Inquirer*.

Ellen Goodman is Chaplin Fellow

Ellen Goodman, Pulitzer Prize-winning writer whose column appears in more than 440 newspapers in the United States, has accepted an invitation from the East-West Center to receive the 1998 Chaplin Fellowship in Distinguished Journalism.

Goodman, who is also an associate editor at the *Boston Globe*, will be the eighth Chaplin Fellow. The award was established in 1986 by Duty Free Shoppers Hawaii to honor George Chaplin, editor-in-chief from 1958 to 1986 of *The Honolulu Advertiser*.

The major activity of the fellowship is a public speech by the recipient. Goodman will deliver an address at the Center on Monday, Dec. 21.

Goodman joined the *Boston Globe* in 1967, and her column was first syndicated in 1976 by the Washington Post Writers Group. A *cum laude* graduate of Radcliffe



Ellen Goodman

College in 1963 and a Nieman Fellow in 1973-74, Goodman won the Pulitzer Prize

in 1980 for Distinguished Commentary.

Her book on social change, "Turning Points," appeared in 1979, and five collections of her columns have been published.

She has won numerous awards, including the American Society of Newspaper Editors Distinguished Writing Award in 1980. The Leadership Conference on Civil Rights awarded her the Hubert H. Humphrey Civil Rights Award in 1988, and in 1993, she received the President's Award from the National Women's Political Caucus.

Past Chaplin Fellows include Pulitzer Prize winners John Hughes, David Broder and Stanley Karnow, Nieman Fellowships Curator Bill Kovach, former *Far Eastern Economic Review* Editor Derek Davies, the late CBS and PBS television executive Fred Friendly and the late editor and publisher Robert Maynard.

30th 'birthday party' for Jeffs in Hong Kong

A Hong Kong conference on Nov. 14-15, 1997, marking the 30th anniversary of the Jefferson Fellowships, offered a keynote speech by Sir Gordon Wu, chairman of Hopewell Holdings, one of Southeast Asia's largest transportation and utilities developers, and panel discussions examining "Greater China," the future of the news media in China, and business prospects in Hong Kong.

Other activities included an opening reception at the Foreign Correspondents Club, a lunch at the club hosted by the *Hongkong Standard*, and a dinner hosted by Radio Television Hong Kong at the Superstar Restaurant in Wanchai.

Panel speakers included author Jamie Allen ("Seeing Red"); *Wall Street Journal* China bureau chief Marcus Brauchli; Joseph Man Chan, chair of the journalism and communications department at the

Chinese University of Hong Kong; *Hongkong Standard* Editor Terry Wai-Ming Cheng; *Business Week Asia* correspondent Mark Clifford; author Ken Davies ("Hong Kong After 1997"); *New York Times* Shanghai bureau chief Seth Faison; *Los Angeles Times* Hong Kong bureau chief Maggie Farley; Alan Knight, director of the Australian Centre for Independent Journalism; *Washington Post* Hong Kong bureau chief Keith Richburg; Diane Ying, publisher and editor of *CommonWealth* magazine in Taiwan; and George Yuen, chief executive of the Better Hong Kong Foundation.

About 50 people from the media, business and diplomatic communities, including U.S. Consul-General Richard Boucher, attended the opening reception, and about 30 Jefferson Fellows and other journalists took part in the panel discussions.

The Radio Television Hong Kong din-

ner, hosted by Director of Broadcasting Cheung Man-ye, gave the visiting journalists an opportunity for informal conversation with local journalists.

Jeffs came from as far away as Virginia and California in the United States, and from Shanghai, Tokyo, Hiroshima, Taipei and Beijing. Bob Hewett, curator of the Jefferson program for many years, and his wife Joan Hayes came from their home in San Francisco.

At last report, 10 Jeffs were living in Hong Kong, and most of them took part in the conference. The principal conference organizer was then-Hong Kong resident Joey Reaves, a Jeff in the class of 1984.

Major funding for the event came from the Better Hong Kong Foundation, the *Hongkong Standard* and Radio Television Hong Kong.

Morrison named to head Center

Charles E. Morrison, an international relations scholar well-known to many journalists covering U.S.-Asia issues, has been named president of the East-West Center.

Morrison, 54, chair of the U.S. National Consortium of Asia Pacific Economic Cooperation Study Centers, was appointed to the presidency on June 18 by the EWC Board of Governors at the conclusion of an international search that began in the fall of 1997 and included consideration of more than 80 candidates.



Charles Morrison

He took office in early August, succeeding Kenji Sumida, 66, who last August announced his plans to retire. Sumida had been president since August 1995.

At the time of his appointment, Morrison was director of the EWC APEC Study Center. Earlier, in 1992-95, he directed the EWC Program on International Economics and Politics, and from 1987-92, he headed the International

Relations Program.

A Center scholar, author and editor since 1980, Morrison has had extensive involvement in the conceptualization, organization and funding of policy-oriented educational research and dialogue projects in both Japan and the United States, and has long been involved in promoting the concept of Asia-Pacific community. He is a founding member of the U.S. National Committee for Pacific Economic Cooperation and member of the U.S. Committee for Security Cooperation in Asia Pacific.

Shortly after his appointment, Morrison said, "I see the work of the East-West Center as basically promoting an idea—which is the idea or spirit of Asia Pacific community.

"This idea, and the substantive knowledge that it requires, must be widely disseminated and, therefore, it is critical for us to reach the communicators and educators, those people who have influence in shaping our public perception of things. This means journalists, teachers and influential leaders in government, business and academia — in other words, all those who can convey to the general public in the United States, Asia and Pacific the importance of building a sense of East-West

community."

Morrison received his Ph.D. from the Johns Hopkins School of Advanced International Studies (SAIS), specializing in Southeast Asian international relations. From 1972-1980 he worked as a legislative assistant to Sen. William V. Roth Jr., R-Delaware, who currently is the chairman of the Senate Finance Committee. During part of this time, Morrison also taught Southeast Asian politics and international relations at SAIS.

He served as a research advisor to two binational U.S.-Japan commissions appointed by the President and Prime Minister.

His authored or edited books include "Strategies of Survival: The Foreign Policy Dilemmas of Smaller Asian States" (1977), "The Pacific Community Concept: Views from Eight Nations" (1980), "The Japanese Diet and U.S. Congress" (1983), "Political and Security Cooperation: A New Dimension in ASEAN-Japan Relations?" (1987), "The Pacific Islands—Politics, Economics, and International Relations" (1991), and "Asia Pacific Crossroads: The Creation of APEC and Regime Formation" (1998).

Morrison has edited "Asia Pacific Security Outlook: 1997" and "Asia Pacific Security Outlook: 1998," and is currently completing a book on globalization.

Mary Morgan Hewett Fund seeks applicants for '98 award

Applications are being accepted for the 1998 Mary Morgan Hewett Award. Women journalists in print, photo journalism, television and radio who have been students, visiting fellows, associates, or staff members of the East-West Center or the University of Hawaii are eligible.

The award is given by the Mary Morgan Hewett Fund, established in 1982 as a memorial to Hewett, an internationally known journalist. The Friends of the East-West Center, a support organization, administers the fund and the awards.

To recognize outstanding achievements in a career by a woman journalist, an Achievement Award is given with a \$500 prize and a framed certificate.

Applications should include five samples of writing mounted on standard 8.5-by-11-inch white paper. If the articles are larger than the paper, they should be laid out to fit paper.

Copies are acceptable, but books that include the samples or original articles not in the required form will not be accepted. If the writing is in a language other than English, a verbatim translation in English must accompany the application.

In other media, tapes of radio programs and videotapes (VHS only) of news, documentary programs or movies are required. If the material is copyrighted, permission to make copies for distribution to the members of the selection committee

should be attached. The copies will not be used for commercial purposes.

Women journalists may apply themselves or be nominated by another person. In either case, the nominee should submit a letter describing her achievements and why she merits the award, and a letter of recommendation from another person. A resume is also required.

Applications should be postmarked no later than Dec. 15, 1998 and sent to: Friends of the East-West Center, 1777 East-West Road, Honolulu, HI 96848. Inquiries may be faxed to (808)396-4095 or emailed to:

INTERNET: oranhall@compuserve.com

Skimpy foreign news in U.S. media

Mostly crisis, conflict, Jeffs adviser discovers

Brookings scholar Stephen Hess, a member of the Jefferson Fellowship Advisory Committee, is the author of one of the most exhaustive surveys ever taken of U.S. media coverage of international issues.

International News & Foreign Correspondents (1996, 209 pages, US\$26.95 hardback), is the fifth volume of Hess' acclaimed Newswork series published by Brookings.

If Americans rely only on their local newspapers or network news to gain an understanding of foreign affairs, Hess finds, they are getting coverage that is short on content but big on crisis and conflict.

That is partly the result of the economics of the news business, says Hess. But that trend also is taking place because most American TV watchers and newspaper readers prefer their foreign news in small doses, and only if it has direct impact on their personal lives.

Newspaper editors and publishers are aware of these readership interests, and plot their news budgets accordingly. Most U.S. newspapers rely on wire services and pooled reports for nearly all their foreign coverage, and even the largest papers increasingly make use of "parachutists" — correspondents who drop in on a country to produce one or two stories and then move on to another locale.

Moreover, much coverage is influenced by U.S. cultural predispositions

and a "Eurocentric" bias, focusing largely on the Americas, Western and Eastern Europe, and the Middle East.

"Coverage by region expands and contracts depending on where people are shooting each other," Hess writes. "Thus, Third World countries actually dominate news coverage when they are the scenes of great violence."

To curb these trends, Hess suggests, editors should periodically ask some strategic questions, and adjust their coverage accordingly: What do Americans need to know about the world? What sort of information is most useful? What news is merely the habit of journalists?

"Increasingly the American press is like a juggler who can only keep one ball in the air," notes Hess. "As news organizations pay extraordinary attention to the top story of the day, they seem to put the other regions of the world on hold — until they, too, explode, much to our surprise and apparently to the surprise of the editors, who should have been keeping a weather eye on potential storms."

Hess examined a midweek day in September 1994 to use as a benchmark, and compared foreign coverage in a variety of newspapers across the country.

The result: other than "briefs" and fillers, fewer than five foreign datelines per paper, most of them drawn from Associated Press accounts — even though the papers subscribed to other wire services, such as the Los Angeles Times-Washington Post and the New York Times services.

"Because a wealth of prepaid, often high-quality foreign dateline stories flows into every newsroom and most are never used, one must assume too many editors (a) are not knowledgeable enough to

select wisely, or (b) do not care about international news, or (c) do not think international news is their function, or (d) do not think readers care," Hess writes. "In some cases the answer may be (e) all of the above."

Still, Hess notes, those Americans who need to stay abreast of foreign developments — either for business or personal reasons — will have a growing variety of sources. Cable News Network and its emulators will provide a steady diet of international news, and foreign newspapers and wire services will place much of their output on computer networks such as the World Wide Web.

The danger of that trend, Hess observes, is that the owners and managers of the U.S. mainstream media will use the fragmentation of news outlets to justify a further retreat from coverage of world events.

"Changes in ownership at the networks, which are basically mass entertainment enterprises, and at some newspaper groups, which are deeply dedicated to the bottom line, have not inspired confidence in their commitment to news excellence," he concludes. "A lesson of this investigation is how thin is the layer that supports serious foreign reportage."



Stephen Hess

Stephen Hess is a senior fellow in the Governmental Studies program at the Brookings Institution. This article is an abridgement of a news release from Brookings. To order the book, contact the Brookings Bookstore, 1-800-275-1447, or 202-797-6258, or write to the store at 1775 Massachusetts Ave. NW, Washington DC 20036, USA, or e-mail (bibooks@brook.edu).

Keeping in touch . . .

Friends of the Jeffs

George Chaplin, co-founder of the Jefferson Fellowships in 1967 and long-time editor-in-chief of *The Honolulu Advertiser*, and his wife Esta have moved from Hawaii to South Carolina (Ashley House 7AB, 14 Lockwood Drive, Charleston, S.C., 29401; phone: 843-958-8909) to be nearer to their family.

But before they left Honolulu, George finished writing the history of *The Advertiser*, "Press Time in the Pacific," which is available through the Barnes & Noble and Amazon.com Web sites.

Former curators

Bob Hewett and wife **Joan Hayes** are living in California (1200 California St., No. 15D, San Francisco CA 94109. Phone (415) 885-4722, fax (415) 885-0166, and e-mail (rhewett123@aol.com).

Jim Richstad is now a visiting professor at Nanyang Technological University, Nanyang Ave., Singapore 639798 (tjrichstad@ntu.edu.sg).

John Schidlovsky is director of the Pew Fellowships in International Journalism, School of Advanced International Studies, Johns Hopkins University, 1619 Massachusetts Ave. NW, Washington DC 20036 (jschidlovsky@mail.jhuwash.jhu.edu).

Larry Daks, who directed the 1995 program, is a senior consultant with International Research and Exchanges (IREX), 1616 H St. NW, Washington, DC 20006 (ldaks@irex.org or daks@gslink.com).

David Kaplan, who did the job in 1994, was awarded a Fulbright grant to update his book about the yakuza and spent "two great years" in Japan, is now a senior writer with *U.S. News & World Report* in Washington D.C. He is a member of the magazine's investigative team covering organized crime, terrorism and intelligence (dkaplan@usnews.com).

Speaking of people who have run the fellowships, **Helen Griffin**, program offi-

cer for seven groups of Jeffs in the past nine years, took a break from the fellowships in 1998 to spend time with family and to plan a fall itinerary that includes trekking in Nepal and visits to Vietnam and India. She also has been working with Dick Halloran and Rob Leavitt on the annual seminar in Honolulu for journalists sponsored by the Center for War, Peace and the News Media.

Dick Halloran, who was director of the EWC Program on Communications & Journalism until 1994, is a free-lancer writing about Asian security issues, U.S. relations with Asia and other topics for about 20 publications on the U.S. mainland, in Asia and in Hawaii. He is working on a book about the late Sen. Spark M. Matsunaga, D-Hawaii. He also helps to organize seminars for the Center for War, Peace and the News Media, and serves on the board of directors of the Hawaii Electric Industries Power Corp., which builds power plants in Asia.

Halloran recently received the Order of the Sacred Treasure from the Emperor of Japan for writing about that nation over a span of 40 years. His wife, **Fumiko**, who writes about America for a Japanese audience, has published her ninth book. About religion in America, it is titled "Wellsprings of the American Spirit: This Nation Under God."

The Hallorans are at 1065 Koaopulu Place, Honolulu HI 96825. Phone (808) 395-0511, and on e-mail (oranhall@compuserve.com).

Dick Leonard, editor-in-residence and senior fellow at the EWC in the '80s, is Neiman Chair Emeritus at Marquette University. His phone is (414) 963-0598, and his address is 330 E. Beaumont Ave., Milwaukee, WI 53217 (bkleonard@mix-com.com).

Jefferson Fellows

AUSTRALIA: Brian Gomez (Jeff 1969), from editor of *International Business Asia*, to Capital PR, Sydney.



George Chaplin

CHINA: LIU Dizhong (1989) from *China Daily* in Beijing to editor-in-chief of the newspaper's Hong Kong edition . . . **Liz Sly** (1990), Beijing correspondent for the *Chicago Tribune*, attended the 1997 November conference in Hong Kong marking the 30th anniversary of the Jefferson Fellowships . . . *China Daily* Jeffs **WU Jingshu** (1987), **Liu Shinan** (1991) and **Yang Yi** (1995) joined the 1998 American Jeffs for two dinners in Beijing while **LUO (Lucy) Qing** (1997) helped organize another dinner hosted by *People's Daily* for the visiting journalists . . . **SHANG Rongguang (Gloria)** (1992) moved from *Beijing Review* to Hong Kong China Tourism Press in Hong Kong . . . **Xiong Lei** (1988), cultural editor at Xinhua's China Features in Beijing, was one of two Jeffs (the other was **Trudy Rubin**) who participated in a major Washington conference in May about U.S. media coverage of China (copies of the conference report are available from the National Committee on U.S.-China Relations, 71 West 23rd St., 19th Floor, New York, NY 10010-4102, phone 212-645-9677, fax 212-645-1695, e-mail (info@ncuscr.org)).

HONG KONG: NG Ming-lam (1987) from Radio Television Hong Kong to

From previous page

Metro Broadcast Corp. in Hong Kong as morning program host . . . **Carolyn Robinson** (1993) from Wharf Cable in Hong Kong to a Freedom Forum Asia Fellowship at the University of Hawaii and thence to Ohio to visit family and onward to Paris to attend film school . . . **Winnie Chung** (1996), the peripatetic entertainment editor of the *South China Morning Post*, has been covering people and events in New York, England and California . . . **Linda Lin** (1986) has moved from Hong Kong to a new position as vice president at Chinese Television Network in Washington D.C. (ctnusa@aol.com).

INDIA: **Bachi Karkaria** (1994) is now editor of the *Bombay Times* . . . **Vivek Bharati** (1992, former editor of the *Economic Times*, has moved to the World Bank in New Delhi . . . **Gourang Kundapur** (1976) is general manager of the Press Trust of India based in Bombay . . . **Velmur Narasimh Narayanan** (1985) is editor of the *Hindustan Times* in New Delhi . . . **Sushma Ramachandran** (1996), chief business correspondent of *The Hindu* in New Delhi, was recently elected president of the Indian Women's Press Corps and she's e-mailable (nidhira@giasdla.vsnl.net.in).

INDONESIA: **Mochtar Lubis**, amember of the fellowship's first class in 1967, is chairman of the Obor Indonesia Foundation in Jakarta . . . **Kavi Chongkittavorn** (1988) has moved from the ASEAN office in Jakarta back to his native Thailand where he is writing for *The Nation*, whose editor is **Pana Janviroj**, a member of the 1994 Jefferson class.

JAPAN: The indefatigable **Kats Tanaka** (1985) attended the anniversary conference in Hong Kong in November, visited with **Sally Jacobsen** (1996) and her husband Pat Oster in New York and hosted the 1998 American Jeffs for two days in Hiroshima in April, including a visit to the peace memorial, a meeting with the mayor, a tour of the Mazda plant, a walking tour of Miyajima island and a

memorable okonomiyaki dinner . . . Other Jeffs from Japan who went to the Hong Kong conference were syndicated columnist **Ed Neilan** (1973) and **Nozomu Nakaoka** (1993) . . . **Toshio Hirano** (1996) of *Nihon Kezai Shimbun* has moved from Tokyo to Vienna as bureau chief, covering Eastern Europe for the newspaper . . . **Valerie Reitman** (1993), formerly with the *Wall Street Journal* in Japan and Detroit has returned to Tokyo as a correspondent for the *Los Angeles Times* . . . **Paul Addison** (1982) of Bloomberg News and **Junichi Umeda** (also 1982) of *Nikkei Weekly*, organized a lunch at the Foreign Correspondents Club in Tokyo for the 1998 American Jeffs.

KOREA: **PARK Chang-rae** (1976) from *Dong-A Ilbo* to editor-in-chief of *Munwha Ilbo* in Seoul . . . **CHANG Sung-won**, who was assistant economics editor at *Dong-A Ilbo* in 1984 when he was a Jeff, is now a member of the National Assembly (1984) for the NCNP . . . **Kim Seok Hwan** (1996), deputy foreign editor of *Joong-Ang Ilbo*, returned to Moscow to cover Russia for the newspaper.

NEPAL: **Kishore Nepal** (1994) is reachable via e-mail in Kathmandu (knepal@sukreer.mos.com.np).

NEW ZEALAND: **Suzanne Carty** (1992) is editor of the *Evening Post* in Wellington.

SINGAPORE: **Gerry de Silva** (1978) has moved from the *Business Times* in Singapore to Group Corporate Affairs Manager with Hong Leong Group Singapore . . . **Siew Hua Lee** (1992), who reported for several years from Bangkok for the *Singapore Straits Times*, is now a correspondent in Washington, D.C., for the newspaper.

TAIWAN: **LING Erh-hsiang** (Cathy) (1995) is now deputy director of the news department at Central Broadcasting System in Taipei . . . **Patrick Nai-tien MO** (1973) is managing director of the

China Television Company in Taipei . . . **Diane Ying** (1984) was a panelist on "Greater China" at the Jeff anniversary conference in Hong Kong.

American Jeffs

Libby Afflerbach (1985) is assistant city editor of the *Fort Worth (Texas) Star-Telegram* . . . Two Jeffs are based in London: **Bob Barr** (1976) is with The Associated Press, and **Bill Baggitt**, a 1995 Jeff when he was news manager at CNN Business News in New York, was recently named managing director CNN Financial News Europe (bill.baggitt@turner.com) . . . **Charles Burress** (1994) finished a Fulbright in Japan and is back at the *San Francisco Chronicle* . . . **Janet Fix** (1991) is business and labor correspondent in Washington, D.C., for the *Detroit Free Press* . . . **Jon Funabiki** (1989) is a program officer at the Ford Foundation in New York City . . . **Marilyn Greene** (1993) moved down the road from Arlington, Va., where she was foreign affairs correspondent for *USA Today*, to Reston, Va., to become executive director of the World Press Freedom Committee. She was also one of the American alumnae to attend the 30th anniversary conference in Hong Kong.

Susan Harmon (1989) and her husband **Richie Meyer** (broadcaster-in-residence at the EWC in 1989) spent a year in Taiwan where Richie was on a Fulbright. They have moved to Muncie, Ind., which Susan uses as a base for her work with Station Resource Group, a company that represents 45 top public radio stations in developing new services, new revenue and civic leadership. Richie is professor of telecommunications at Ball State University . . . **Barry Henderson** (1991) and his wife Leslie have finished their work in Prague and moved to Rockford, Tenn. . . . **Reg Henry** (1985) is editorial page editor of the *Pittsburgh Post Gazette* . . . **Al Hulsén** (also 1985) moved across town from Hawaii Public Radio to the East-West Center, where he directs the Pacific Island Report, a daily summa-

From previous page

ry of Pacific islands news
(<http://pidp.ewc.hawaii.edu/pireport/>).

Francine Kiefer (1995) moved from national/foreign editor at the *San Jose Mercury News* in California to the *Christian Science Monitor* in Washington, D.C., where she's covering the White House . . . **Susan Kreifels** stayed in Honolulu after completing a Freedom Forum Asia Fellowship a year ago and now is a reporter/writer for the *Star-Bulletin*, while also teaching journalism at Hawaii Pacific University . . . **Lew Leader** moved from Monterey, Calif., to become managing editor of the *Toledo (Ohio) Blade* . . . **Floyd McKay** (1984) is associate professor and chair of the journalism department at Western Washington University in Bellingham.

Terry McDermott (1991) has moved from the *Seattle Times* to the *Los Angeles Times* (terry.mcdermott@latimes.com), saying, "My job is to write about Los Angeles, or at least try to discover what that is." . . . In New York City, **Allison Orr** (1997) moved across town, from CNN to "NBC Dateline" as an associate producer . . . **Gwenda Richards Oshiro**, formerly Gwenda Iyechad (1980), has a new assignment at the *Oregonian* in Portland, where she is covering race relations, immigration and related issues as Race and Demographics reporter (grichardsoshiro@news.oregonian.com).

Karen Rew (1986) is now editor-at-large for the online edition of the *Chicago Tribune* . . . **Katy Robinson-Hatten** (1997), technology reporter and columnist at the *Idaho Statesman*, went to Seoul in September on a fellowship to study Korean . . . **Trudy Rubin** (1993) of the *Philadelphia Inquirer* continues her nationally syndicated foreign affairs column from datelines around the world and meeting with Jeffs in those countries, most recently India and Indonesia . . .

Donn Rogosin (1990), president of public television's WMHT-TV in the Schenectady/ Albany area, found time to produce a documentary about Pearl Buck . . . **David Tong** (1987) moved from the Alameda Newspaper Group to become assistant business editor of the *San Francisco Chronicle*.

Rich Somerville (1985), is completing his doctorate at the University of Missouri School of Journalism (rich_somerville@jmail.jour.missouri.edu) while assisting the EWC Media Program as *Network* editor and webmaster of the new Jefferson Fellows online contact list . . . **Gail Tagashira** (1986) at the *Los Angeles Times* was another of the American Jeffs who attended the Jeff conference in Hong Kong and then did some travelling in China . . . **Chip Visci** (1992) moved from managing editor of the *Detroit Free Press* to assistant to the chairman and CEO of Knight-Ridder . . . **Kathy Warbelow** (1984) is managing editor of the *Austin (Tex.) American Statesman* . . . **Bill Wong** (1983) is now a freelance writer who contributes columns to *The San Francisco Examiner*, *Asia Week*, the Progressive Media Projects and other outlets (wongink@earthlink.net).

Memories by Reaves

This column began with a book plug, so it's only fitting to conclude with another: **Joey Reaves** (1984), foreign correspondent for UPI and the *Chicago Tribune* who came home after 12 years of reporting wars and revolutions in the Mideast, Eastern Europe and Asia, went on to cover the Chicago Cubs in 1992, 1994 and 1995 (spending 1993 following the White Sox). He recounts his experiences in "From Warsaw to Wrigley: A Foreign Correspondent's Tale of Coming Home from Communism to the Cubs." The book drew kudos from *Sports Illustrated*, but it's a little difficult to find. The publisher is Diamond Communications Inc., P.O. Box 88, South Bend, IN 46624-0088. The

cost is \$24.95 (cloth).

Joey moved to Hong Kong after leaving the *Trib*, and was the chief organizer of the November conference that marked the 30th anniversary of the Jefferson Fellowships. He put together an outstanding agenda of speakers (see the story elsewhere in this newsletter), met each organizational crisis with great grace and skill, handled a huge volume of correspondence, prepared flyers and programs on his trusty desktop PC, and set up a most successful opening reception at the Foreign Correspondents Club. He's now emailable (jar3@home.com).

We'd very much like to hear from you. Please send news about yourself to nolanw@ewc.hawaii.edu, or via regular mail to Web Nolan, EWC Media Program, 1601 East-West Road, Honolulu, HI, 96848 USA. Mahalo nui loa!

NETWORK

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Richard Somerville, Editor

Network is published by the East-West Center Media Program as a newsletter for Jefferson Fellows and news media associates of the Center as a way to keep in touch and to further the goal of broadening perspectives of the Asia/Pacific community. We welcome articles, comments and updated information about the activities and address changes of media associates. Also, we are gathering e-mail addresses of those who are on the Internet. Contact Media Program Director Web Nolan at:

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