AMERICANCENTER

Harnessing "New" Media for Quality Reporting

By David Pitts

The following article is taken from the U.S. Department of State publication, *Edward R. Murrow: Journalism at Its Best*.

Murrow's "Harvest of Shame" broadcast about migrant agricultural workers. (© Library of American Broadcasting, University of Maryland)

If Edward Murrow were alive today, how would he harness the Internet to produce groundbreaking quality journalism? We cannot answer that question, but we can look to how Murrow revolutionized the new media of his time: first radio, and then television.

When Murrow joined CBS in 1935, network radio news did not exist aside from wire reports read by a studio announcer and occasional event coverage. But by the end of the decade, Murrow had assembled a team of correspondents who used radio as it had never been used before to bring the dramatic events leading to war in Europe into American homes. In the words of former CBS anchor Dan Rather, Murrow and the top-notch talent he hired – known as "Murrow's boys" – "invented broadcast journalism."

The catalyst that created CBS Radio News was the Anschluss, Hitler's annexation of Austria in 1938, according to the Museum of Broadcast Communications. Murrow – along with William Shirer – spearheaded the "European News Roundup" (later "World News Roundup"), a broadcast featuring CBS correspondents from all over the continent. Their reports were delivered live to the audience back home via short wave.

"It not only had multiple points of origin, it also had included both reporting and analysis of breaking news, and was both a journalistic and a technological breakthrough for broadcasting," according to Bob Edwards, author of a book on Murrow. When World War II erupted in Europe in 1939, Murrow provided live radio coverage from England of the London Blitz. His sign-on, "This is London," became legendary.

In the early 1950s, Murrow moved to television, then emerging as the dominant medium. Rather than concentrating on general news coverage, however, Murrow pioneered television documentaries. The programs he anchored are still remembered today for their innovation and quality and are prominently cited in the histories of U.S. broadcast journalism. They were:

"See It Now" (1951-57). The first television news magazine. It set the standard for tackling controversial topics in depth. Most famous for the McCarthyism program, the series also dealt with other tough issues of the time, such as racial segregation and the link between lung cancer and cigarettes. The premier broadcast featured the first, live simultaneous transmission from the East and West coasts of the United States.

"Person To Person" (1953-61). In this series, Murrow – in the studio – visited celebrities and newsmakers in their own homes through a remote hookup. The program featured guests as varied as movie star Marilyn Monroe, former President Harry Truman, and author John Steinbeck. This was the first time that technology was regularly used in this way and it captivated viewers.

"Small World" (1958-59). This program was truly ahead of its time: a global hookup bringing together thinkers

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The American Center
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HOLIDAYS

May 27 - Memorial Day

AMERICAN CENTER
Mumbai

Saturday

FILM SCREENINGS

at 2:00 PM

11 May

The Paper

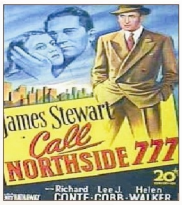
(2007, 78 min)

The Paper takes an in-depth look at the pressures and problems of modern journalism as faced by the staff of a university newspaper embroiled in controversy. Following a year in the life of Pennsylvania State University's, The Daily Collegian, the film features first-time journalists struggling with the greatest challenges to the field: plummeting circulation, barriers to investigative reporting, and criticism of coverage. The Paper is by turns inspiring and astonishing in its exploration of tomorrow's journalists wrestling with today's national media questions.

25 May

Call Northside 777

(2004, 112 min)



In 1932, a cop is killed and Frank Wiecek sentenced to life. Eleven years later, a newspaper ad by Frank's mother leads Chicago reporter P.J. O'Neal to look into the case. For some time, O'Neal continues to believe Frank guilty. But when he starts to change his mind, he meets increased resistance from authorities unwilling to be proved wrong.

Venue:

U.S. Consulate General,
C-49, G Block, Near Trident Hotel, Bandra-Kurla Complex, Bandra (E), Mumbai - 400 051

Free and open to the public on a first-come, first-served basis.

Mobile phones and laptops are permitted for this event, but Bluetooth technology must be disabled. Cameras, memory storage devices, and other electronic equipment are not allowed. Photography and video recording in and around the Consulate compound is strictly prohibited.

… continued from page 1

and newsmakers from around the world in an unrehearsed discussion moderated by Murrow. It was produced through transoceanic phone conversations matched to simultaneous filming.

"CBS Reports" (1960-1971 and irregularly). Murrow pioneered the hard-hitting, single-subject, one-hour documentary that became a staple of early network television. One of his broadcasts about the plight of migrant farm workers – "Harvest of Shame" – still is shown today in journalism schools as a brilliant example of investigative work on TV.

As these examples indicate, Murrow was an innovator, but he also knew he was working in a commercial medium that required a large audience. He was always searching for new techniques to grab and hold the public's attention. Murrow would have regarded the narrowcasting of today made possible by cable, satellite, the Internet, and portable devices as an immense opportunity.

Murrow's legacy as a media innovator does not fully explain his unique status in American broadcast journalism. Most experts stress three other qualities that still matter in media, whether old or new, print, broadcast, or narrowcast – or even a blog: his willingness to take a stand so long as it was grounded in solid reporting; his unswerving belief in a free press dedicated to serious journalism; and his belief that words matter whether or not they are accompanied by pictures.

WORD FROM THE CENTER

During this month we mark "World Press Freedom Day." This year, we seek to explore how the issue of press freedom is increasingly something broader than what newspapers can publish and television news can report. With the expanded role of social media and the internet as a source of news, the challenges of press freedom have moved from the confines of newsrooms and editorial offices and into the hands of regular citizens who are connected by the internet. Empowered with tools of technology, citizens are redefining the fourth pillar of democracy.

For increasing numbers, the internet has changed the way we produce, collect and receive the news. Low cost communication tools like digital cameras, mobile phones, and sites like Twitter, Facebook and other social networking sites, have caused a fundamental shift by empowering single individuals with the power and potential of mass communications. Ordinary citizens can now uploading breaking news updates and pictures in real-time. Especially in societies lacking a free press, the empowering nature of these new technologies are particularly striking.

With the celebration of this empowerment and freedom, we must also be mindful of the challenges of this new space. There remains an important dividing line between the traditional press and citizen journalism. Unlike news organizations which are bound by the need to have multiple sources for a particular data point, and fact checking stories, no such quality control exists on the internet. Information reliability, accuracy, the quality of reporting and imbalance in reporting are emerging challenges.

Finally, access to these technologies that make citizen reporting possible is often limited. Even the cost of the technology is increasingly affordable, entire segments of the world are cut off from the information super-highway. The digital divide separates those with access from the information-deprived. Beyond concerns of equity, the broader challenge is how to define a "right to information." What about those who cannot afford a mobile phone or access to the Internet? What about those that cannot express themselves in the primary language of social media – English? The U.S. Department of State is making efforts to narrow the digital divide with Tech Camps convened around the world, including one held in Mumbai in February 2013. These events bring together technology experts and NGOs to address social issues, and in many of these Tech Camps, organizations that give voice to the unheard are given access to social media tool to amplify their messaging and communications.

In the United States, freedom of expression is enshrined in our laws and protected by the Constitution. We believe the most effective antidote to ignorance and even offensive expressions is more expression, and the open public debate of ideas. As Tara Sonenshine, Under Secretary for Public Diplomacy and Public Affairs, often says, "Information is the oxygen that a free and civilized society needs to breathe. Without it societies suffocate." You too can now play in direct role in ensuring press freedom. Ensure your community never suffocates for lack of information. Get online to get engaged, and then lend your ear and voice to the global conversation.

Come hear me speak on social media and journalism for a special Mumbai Mondays at The Press Club.

Regards,

Kapil Gupta
Information Officer

19-year-old Alice returns to the magical world from her childhood adventure, where she reunites with her old friends and learns of her true destiny: to end the Red Queen's reign of terror.

U.S. Consulate General,

C-49, G Block, Bandra-Kurla Complex, Bandra-East, Mumbai-51

Free and open to the public, on a first-come, first-served basis.

This event is for children 6-16 years old; those under 16 must be accompanied by a parent.

Please carry a photo ID proof with you. Mobile phones and laptops are permitted for this event, but Bluetooth technology must be disabled. Cameras, memory storage devices, and other electronic equipment are not allowed. Photography and video recording in and around the Consulate compound is strictly prohibited.

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Alumni Highlights

ALUMNI ENGAGEMENT INNOVATION FUND

U.S. DEPARTMENT OF STATE INTERNATIONAL EXCHANGE ALUMNI alumni.state.gov

The third annual Alumni Engagement Innovation Fund (AEIF) launched on April 24. This year's competition invites teams of exchange alumni to propose projects to address global issues under project categories including Empowering Women, Outreach to Underserved Communities, Entrepreneurship and Youth Employment, Expanded Access to Education, Environmental Protection, Government Transparency, Freedom of Expression, Conflict Resolution, Citizen Security, and Promoting Civil Society. Winning teams will be awarded up to $25,000 in support of their projects. .

All alumni who wish to compete in the 2013 AEIF must be verified members of the International Exchange Alumni website. If you're not already a member, register for IEA today so that you can start working on your project and network with like-minded alumni. **REMEMBER: The deadline for proposal submissions is May 12, 2013.**

We are pleased to organize a webchat with Dr. Shubhalaxmi V. who won the AEIF 2012! Join her as she provides tips and answers questions on preparing an outstanding proposal. **Tune-in to the webchat on Saturday, May 4 at 7:30 pm (IST): http://www.anymeeting.com/usconsulatemumba1**

Earth Day - Alumni Essay Writing Competition:

To commemorate Earth Day (April 22, 2013), an alumni essay writing competition was conducted. Alumni were encouraged to share how their exchange programs led to a renewed sense of Environmental Consciousness. Two alumni Dr. Elizabeth Joseph Abba and Dr. Shubhalaxmi V. won the essay competition. (You may read their essays by clicking on their names)

Dr. Elizabeth Joseph Abba and Dr. Shubhalaxmi V. receiving their prizes (coffee table books on American National Parks) and certificates from Assistant Cultural Affairs Officer, Ms. Swati Patel.

Intellectual Property Rights (IPR) Day celebrated:

To celebrate World IPR Day on April 26th, the American Library organized a program in association with the India chapter of the Motion Picture Association of America (MPAA). In addition to other activities such as documentary screening and quiz, the students engaged with an IVLP alum Mr. Devdatta Malshe (LLM), whose presentation sparked many questions on IPR infringement and protection. Mr. Malshe participated in the International Visitors Leadership Program in 2008.

On the Horizon:

We will be conducting a **two-day Alumni Workshop on May 30-31** at the Consulate! This workshop on "**Career Orientation and Job Interviewing Skills**" is geared towards USG alumni between the ages of 18-25.

Contact Alumni Coordinator Behrooz Avaari at avaribk@state.gov if interested.

Pakistani, Afghan, Indian, and American Alumni Unite:

Over 4 days, 24 workshops, 16 skills sessions, and 9 community service projects, 450 young alumni from Pakistan, Afghanistan, India, and the United States came together during a conference sponsored by the U.S. Mission in Pakistan and the Pakistan-U.S. Alumni Network. The conference titled, "The Faces of Change, The Changes We Face", was one of the largest youth conferences ever held in Pakistan. Keynote speakers, workshop trainers, and skills sessions leaders focused on social entrepreneurship and how alumni can make their community projects more effective and sustainable. Organizers urged participants to apply for Mission Pakistan's Alumni Small Grants Program to receive seed funding for their ideas. On the final day of the conference, alumni participated in nine different community service projects, including visiting the pediatric ward of a hospital, donating books to charity schools in the slum areas of Islamabad, and planting trees. **Ten alumni from India, including two from western India, Mr. Zulfiqar Sheth and Ms. Arundhati Sridhar, participated.**

Zulfiqar addressing fellow alumni at IYAC

IYAC participants at a community service project

Zulfiqar says that "…(IYAC) was well bundled with inspiring talks, informative sessions, energetic interactions with fellow participants, empowering workshops, helpful technical and skill development sessions, delightful experience of community service, delicious food and incredible entertainment."

He feels that conferences like IYAC should be conducted more frequently, and it should provide "development dozes" to youth because youth are going to play a very important role to maintain peace and prosperity in the region.

Are you an Alum of a USG sponsored program?

If so, register on the State Alumni website www.alumni.state.gov.

Once signed in, you can access content from State Alumni including:
1. Alumni Updates
2. Events
3. Grants database

If you are already registered, I would encourage you to log in, and post your own stories and events to these pages to share your accomplishments with other alumni, and network with them.

You may also share your stories with our Alumni Coordinator at AvariBK@state.gov / MumbaiPublicAffairs@state.gov

If you are an alumnus of a United States exchange program and have received special recognition, please send a write-up with 2-3 photos to mumbaipublicaffairs@state.gov. You could be featured in future e-bulletins!

NOTES FROM THE AMERICAN LIBRARY

READING ON THE GO!

E-books for tablets, e-readers, and mobile phones

Read e-books anytime, anywhere: on the go or in the classroom! The U.S. Department of State's American English team has free American English e-books, including classic graded readers, an idiom reference guide, and resources for teachers, all available on http://americanenglish.state.gov/ebooks.

These e-books are available for lower-end phones, feature phones and Android devices through our partnerships with Worldreader and biNu.

Find e-books with our app http://m.binu.com/ae/ and learn about our partners on http://ow.ly/ko9xN.

In honor of International Jazz Day, celebrated around the world on April 30th, the American Library Mumbai invites you to visit us to revive your love for JAZZ. Browse through our collection of books on JAZZ displayed especially for you through May 10th. Watch DVDs featuring famous Jazz musicians! Click here to view the eInfopack on Jazz.

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UNITED STATES-INDIA EDUCATIONAL FOUNDATION (USIEF)

Are you applying for a Fulbright Fellowship?

Want to know how to prepare a strong proposal and what the selection committee looks for?

Here is an opportunity to interact with Fulbright alumni and USIEF staff and get clarifications on everything you wanted to know about Fulbright fellowships.

MENTORING PROGRAM FOR 2014-2015 FULBRIGHT APPLICANTS

Venue: TBA (this will be in Mumbai)

Date and Time: Friday, May 17, 2013, 11:00 AM – 2:30 PM

Please sign-up/RSVP by emailing usiefmumbai@gmail.com with your name, address, phone, email, and grant category.

Registration on a first-come, first-served basis.

Note: USIEF will NOT bear any cost for your travel and boarding

Visit EducationUSA at USIEF Mumbai, the U.S. Dept. of State supported advising center assisting students planning on studying in the U.S.

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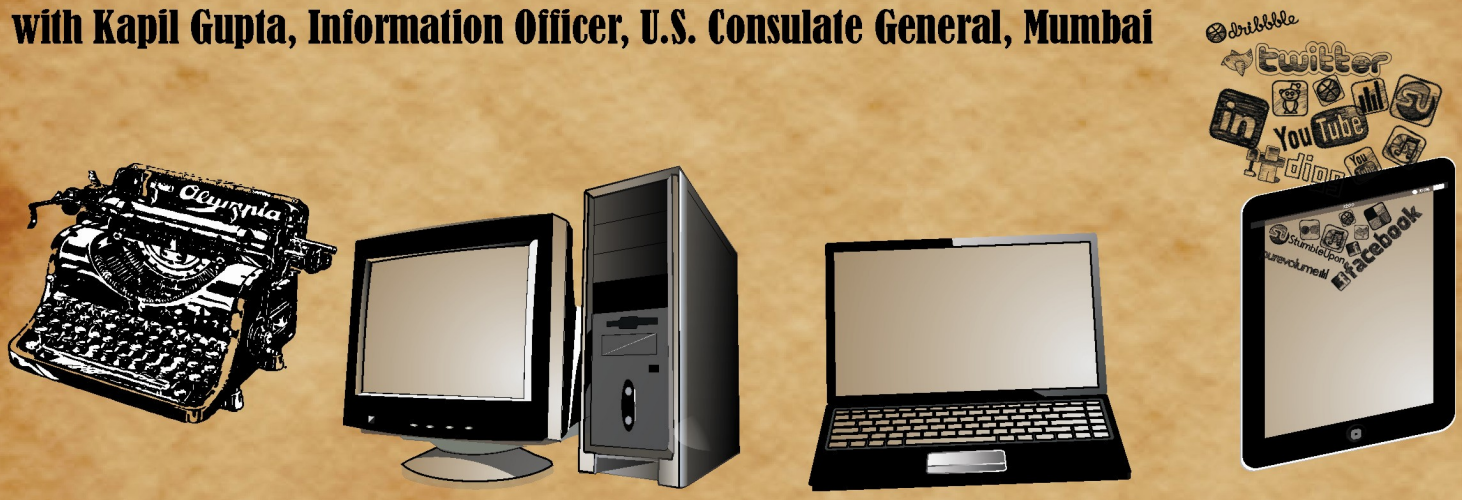
MUMBAI MONDAYS

AMERICAN CENTER
Mumbai

in celebration of World Press Freedom Day

SOCIAL MEDIA AND JOURNALISM

with Kapil Gupta, Information Officer, U.S. Consulate General, Mumbai



World Press Freedom day provides the context for a discussion of developments in social media that impact how the public is informed and how digital netizens actively participate in news creation and content generation. What are the implications for press freedom? What are the implications for how news is created and distributed? What are the implications for governments and diplomats? Join Mr. Kapil Gupta, Information Officer at the U.S. Consulate General Mumbai for a presentation and discussion of these timely issues.

20 May 2013
at 4:00 pm

The Press Club Mumbai,

Glass House, Azad Maidan, Mahapalika Marg

E-mail: mumbaipublicaffairs@state.gov

Free and open to the public on a first-come, first-served basis.

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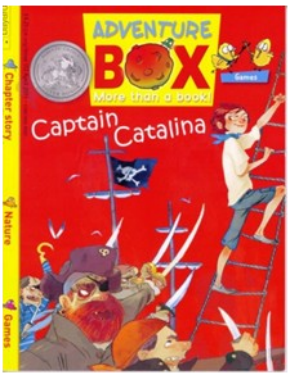
NOTES FROM THE AMERICAN LIBRARY

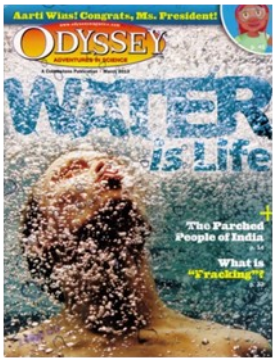
Summer special: Special edition for our young readers

Magazines – a select list



Adventure Box

(10 issues a year)

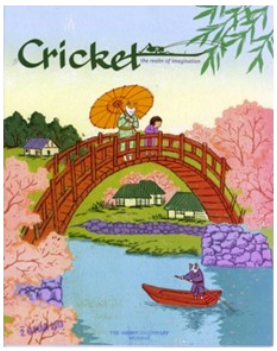


Odyssey: Adventures in Science

(9 issues a year)

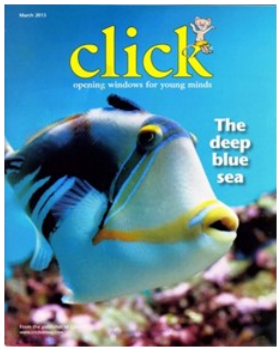
Faces: People, Places, & Cultures

(9 issues a year)



Cricket

(9 issues a year)



Click: Opening window for young minds

(9 issues a year)

To access these and many more

Contact

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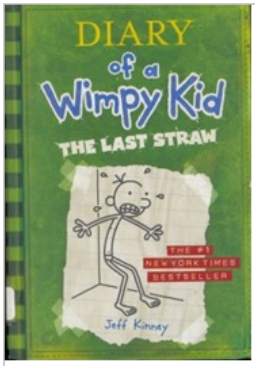
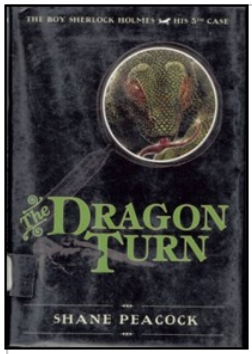
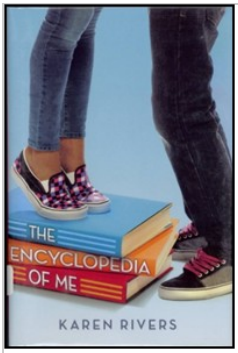
Books – A select list



Diary of a Wimpy Kid: The Last Straw by Jeff Kinney. Amulet Books, 2009.



The Dragon Turn by Shane Peacock. Tundra Books, 2011.



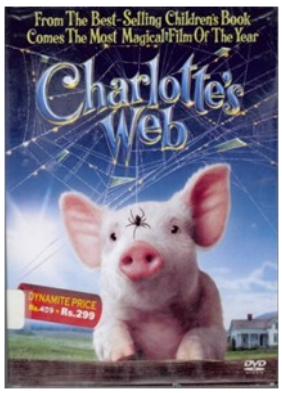
The Encyclopedia of Me by Karen Rivers. Arthur A. Levine Books, 2012.

Designed by:
Milburn Fernandes

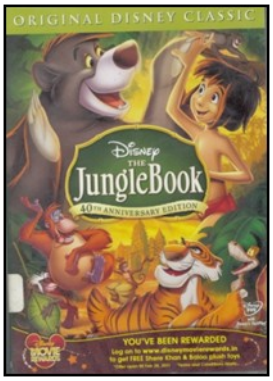
E-Bulletin Editor:
Swati Patel

Graphics by:
Dhaval Ninawe

DVDs – a select list



Charlotte's Web
(93:01 Mins.)



The Jungle Book
(75:54 Mins.)

Monster House
(91Mint.)

Please click on the link below for more periodicals for kids

May Periodicals

eLibraryUSA Databases – a select list

TrueFlix

An electronic version of the True Books line of nonfiction research books from Scholastic. Targeted to students who are moving from learning-to-read to reading-to-learn, and their educators. Subject areas included are people, places, history, science and nature. For educators, there are project ideas and lesson plans.

Encyclopedia Britannica for Kids

Perfect for students 8 years and above, this resource includes thousands of images, videos, animated time lines and of course, encyclopedia articles. It also has learning activities for English and language arts, mathematics, science and social studies.

PowerKnowledge Life Science

Provides information on life sciences geared to science learners in grades 3 to 6 and their teachers. Additional content includes videos, interactive games and quizzes, hands-on science experiments and lesson plans. Topics include animals, plants, the human body, food chains and food webs and more.