FIRST DRAFTS OF KOREA:  
THE U.S. MEDIA AND PERCEPTIONS OF THE LAST COLD WAR FRONTIER

The Walter H. Shorenstein Asia-Pacific Research Center  
Stanford University  

Friday, July 13, 2007

Informal Dinner at the home of Dan Sneider in Palo Alto, 7:00PM, Thursday, July 12.

FRIDAY, JULY 13

8:00AM - 8:45AM  Check-in and Breakfast, Okimoto Conference Room, Encina Hall  
8:45AM - 9:00AM  Welcome Remarks by Gi-Wook Shin

9:00AM-10:30AM  Session I

Democracy, Anti-Americanism and the Rise of Korean Nationalism

Panelists:  
Karl Schoenberger, Former Los Angeles Times, UC Berkeley  
Dan Sneider, Shorenstein APARC  
Doug Struck, Washington Post, Tokyo, 1999-2003  
Martin Fackler, New York Times, Tokyo

Thematic questions posed to panelists:

- Were democratization, anti-Americanism and South Korean nationalism important stories? Did these issues get the play they deserved? How did the relationship between or among these trends figure into your coverage of events in Korea?
- What were the key incidents that turned these issues into a story? What factors determined the tone and general narrative of stories on these issues?
- How did the rise of Korean nationalism and anti-Americanism play in the aftermath of the historic inter-Korean summit in 2000? What impact did the summit have on the alliance, and what events demonstrated this?
- How important was the story of the deterioration of the U.S.-ROK alliance? Were incidents you reported on emblematic of tension or catalysts for increased tension in the alliance? How did the “troubles in the alliance” story gain momentum?
- What factors determined the level of interest in stories on these issues (editor preference, story fatigue, other conflicting news events, etc.)?
- What were the chief obstacles to covering the story? How did sources and the availability of sources affect your coverage of these issues? For example, did you use many South Korean sources? Was government spin out of Seoul and Washington an obstacle to getting the real story?
- Is there a lack of U.S. media coverage of inter-Korean relations?
- How would you rate overall U.S. media coverage of these issues?
10:30Am – 10:45AM Break
10:45AM – 12:30PM Session II

**Tales of the Hermit Kingdom: The Challenges of Covering North Korea**

Panelists: **DONALD MACINTYRE, TIME Magazine/Shorenstein APARC**  
**BRIAN MYERS, Atlantic Monthly**  
**ANNA FIFIELD, Financial Times**  
**CAROLINE GLUCK, BBC Taiwan**

Thematic questions posed to panelists:
- Is it possible to cover North Korea as a country as opposed to covering it as a policy issue?
- What defined this story? Was it considered important to cover, and if so, why? Did this story get the attention it deserved?
- What was the dominant story line and tone of your coverage and what determined this?
- Is American interest in North Korea one-dimensional? What factors determined the level of interest in stories about North Korea, apart from the nuclear crises (editor preference, story fatigue, other conflicting news events, etc.)?
- How did the availability or lack of sources and the difficulty of entering North Korea affect your coverage? What other obstacles did you face?
- How did you handle defector sources? How did editors see such sources? Did the problem with defector testimony on Iraq WMD affect how you used North Korean defector sources?
- What coverage issues did you face in reporting on human rights in North Korea? What factors motivated coverage of the human rights issue (i.e., was it always an addendum to news on the security threat posed by North Korea)?
- How would you rate overall U.S. media coverage of North Korea?

12:30PM – 1:30PM **INFORMAL LUNCH**

1:30PM – 3:30PM Session III

**Reporting the North Korean Nuclear Crises**

Panelists: **DAVID SANGER, New York Times**  
**BARBARA SLAVIN, USA Today**  
**JAY SOLOMON, Wall Street Journal, Seoul**

Thematic questions posed to panelists:
- What factors determined the level of interest in stories on the nuclear crises (editor preference, story fatigue, other conflicting news events, etc.)? Compare 1994 and 2002 if possible, especially in terms of relative interest in the two nuclear crises and how they impacted the alliance.
- What were the chief obstacles to covering the story?
- How did sources affect your coverage of the story? For example, did you use many South or North Korean sources? Did the partisan leanings of many U.S.-based North Korea experts create problems?
- Did the story get the attention and play it deserved?
- How would you rate overall U.S. media coverage of the nuclear crises? Was there a bias toward trusting North Korean sincerity? Was Kim Jong Il covered seriously or as a tabloid figure of evil fun?
How did the South Korean press perceive or cover this story differently? What accounted for these differences?

3:30PM – 3:45PM Break

3:45PM – 5:30PM Session IV
Public Diplomacy and the Korean Peninsula

Panelists: BALBINA HWANG, Senior Special Advisor, Bureau of East Asian and Pacific Affairs, U.S. State Department
            DAVID STRAUB, Retired Foreign Service Officer, Former Director of Korean Affairs, U.S. State Department
            CHRIS NELSON, Editor, The Nelson Report

Thematic questions posed to panelists:
- Has Washington been engaged in effective public diplomacy vis-à-vis South Koreans and the South Korean media? What is the biggest failing? Smartest move?
- What should Washington do? What impact would this have?
- Has Seoul executed effective public diplomacy vis-à-vis Americans and the American media? What is the biggest failing? Smartest move?
- What should Seoul do? What impact would this have?
- Has U.S. media coverage of the U.S-ROK alliance reflected the facts or made things worse? Has the U.S. media gotten the “flavor” of the troubles in the alliance right?
- Did media coverage of the peninsula affect policymakers in Seoul or Washington? Did coverage of events force them to face certain realities or make evident certain misperceptions?

6:30PM DINNER AT THE HOME OF WALTER SHORENSTEIN

DIRECTIONS:

Directions to Asia-Pacific Research Center at Stanford University:

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