

Conference on the Media and Economic Performance

March 5-6, 2004

Stanford Institute for International Studies
Center on Development, Democracy and the Rule of Law

Eva Meyersson Milgrom, Steve LeVine and Romain Wacziarg,
Organizers

Preliminary Schedule

Friday, March 5, 2004

8:00 am: Breakfast at Encina Hall, Oksenberg Conference Room (Central/South Encina Hall—3rd floor)

1 - Information Incompleteness: The Role of the Media

9:00 am: Welcome and Introductory Remarks

9:15 am: Session #1: Andrea Prat (LSE) and David Strömberg (Stockholm University): “State Television and Political Information”. Discussant: Justin Wolfers (Stanford University).

10:30: Coffee Break

10:45 am: Session #2: Lisa George (CUNY - Hunter College) and Joel Waldfogel (University of Pennsylvania): “Does the New York Times Spread Apathy and Ignorance?”. Discussant: Brian Viard (Stanford University).

12:00 am: Lunch at Encina Hall, Oksenberg Conference Room

2 - Media Bias

1:15 pm: Session #3 - Andrei Shleifer (Harvard University) and Sendhil Mullainathan (MIT): “The Market for News”. Discussant: Jeffrey Zwiebel (Stanford University)

2:30 pm: Coffee break

2:45 pm: Session #4 - Timothy Groseclose (UCLA): “A Measure of Media Bias”. Discussant: John Zaller (UCLA)

4:00 pm: Coffee Break

4:15 pm: Session #5 - Abraham Wickelgren (FTC): “Media Mergers and the Ideological Content of Programming” (coauthored with David Balan and Patrick deGraba). Discussant: John McMillan (Stanford University)

5:30 pm: Adjourn

7:00 pm: Dinner at Eva Meyersson Milgrom and Paul Milgrom's house.
Post-dinner Keynote Speaker: Andrei Shleifer (Harvard University)

Saturday, March 6, 2004

8:00 am: Breakfast at Encina Hall, Oksenberg Conference Room

3 - Corporate Performance and the Media

9:00 am: Session #6 – Joint session: [Ulrike Malmendier](#) (Stanford University): “*CEO Superstars*” (coauthored with Geoffrey Tate), and [James Hamilton](#) (Duke University): “*Media Coverage of CEOs: Who? What? Where? When? Why?*” (coauthored with Richard Zeckhauser). Discussant: [Ravi Singh](#) (Harvard Business School).

10:30 am: Coffee Break

10:45 am: Session #7 – [Luigi Zingales](#) (University of Chicago): “*The Media and Asset Prices*” (coauthored with Alexander Dyck). Discussant: [Peter Henry](#) (Stanford University).

12:00 am: Lunch at Encina Hall, Oksenberg Conference Room

4 - Panels - Bechtel Conference Center, Encina Hall

1:30 pm: Panel #1. “*Corporate Fraud: Enron and Electricity*”

Speakers: Bethany McLean (Correspondent, Fortune Magazine, co-author “*The Smartest Guys in the Room*”)

Richard Waters (West Coast director, The Financial Times)

John Emshwiller (Correspondent, The Wall Street Journal, Co-author, “*24 Days*”)

[Frank Partnoy](#) (Professor of Law, University of San Diego, author, “*F.I.A.S.C.O.: The Inside Story of a Wall Street Trader*” and “*Infectious Greed: How Deceit and Risk Corrupted the Financial Markets*”)

3:00 pm: Coffee Break

3:30 pm: Panel #2. “*Hot Money in Russia: the 1998 Crash*”

Speakers: Bill Powell (Chief International Correspondent, Fortune Magazine, author, “*Treason: How a Russian Spy Led an American Journalist to a U.S. Double Agent*”)

Edward Lucas (Moscow Correspondent 1998-2002, The Economist)

[David Woodruff](#) (Associate Professor of Political Science, M.I.T., and author of “*Money Unmade: Barter and the Fate of Russian Capitalism*”)

5:00 pm: Adjourn

6:30 pm: Dinner at [Zibibbo](#), 430 Kipling Street, Palo Alto 94301, (650) 328-6722

Participants

1. David Balan (FTC)
2. [David Baron](#) (Stanford University)
3. [Stefano DellaVigna](#) (UC Berkeley)
4. John Emshwiller (The Wall Street Journal)
5. [James Hamilton](#) (Duke University):
6. [Lisa George](#) (Hunter College - CUNY)

7. [Timothy Groseclose](#) (UCLA)
8. [Peter Henry](#) (Stanford University)
9. [Steve LeVine](#) (The Wall Street Journal and Stanford University)
10. Edward Lucas (The Economist)
11. [Ulrike Malmendier](#) (Stanford University)
12. Bethany McLean (Fortune Magazine)
13. [John McMillan](#) (Stanford University)
14. [Eva Meyersson Milgrom](#) (Stanford University),
15. [Sendhil Mullainathan](#) (MIT)
16. [Frank Partnoy](#) (University of San Diego)
17. Bill Powell (Fortune Magazine)
18. [Andrea Prat](#) (London School of Economics)
19. [Monroe Price](#) (Yeshiva University)
20. [Marcus Prior](#) (Princeton University)
21. [Ravi Singh](#) (Harvard Business School)
22. [Andrei Shleifer](#) (Harvard University)
23. [David Strömberg](#) (Stockholm University)
24. [Brian Viard](#) (Stanford University)
25. [Romain Wacziarg](#) (Stanford University)
26. [Joel Waldfogel](#) (University of Pennsylvania)
27. Richard Waters (The Financial Times)
28. [Abraham Wickelgren](#) (FTC)
29. [Justin Wolfers](#) (Stanford University)
30. [David Woodruff](#) (MIT)
31. [John Zaller](#) (UCLA)
32. [Luigi Zingales](#) (Chicago GSB)
33. [Jeffrey Zwiebel](#) (Stanford University)